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Destination Downtown

Streetscape Investments for a Walkable City

The Downtown Streetscape Plan

Draft for Citizen Review

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The Planning Department
City and County of San Francisco
August 1994

Funding Provided by
The San Francisco County
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City and County of San Francisco
The Planning Department

1660 Mission Street
San Francisco, CA 94103-2414

August 18, 1994

Jane Hudson
S.F. Public Library/Sci. & Doc.
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San Francisco, CA 94102

Dear Ms. Hudson:

The Planning Department is pleased to announce the publication of the draft for citizen review of the Downtown Streetscape Plan. This plan was funded by the San Francisco Transportation Authority and is directed towards implementing the goals and objectives of the Downtown Plan's Pedestrian Network. The plan offers a general design organization for the Downtown Pedestrian Network, outlines design concepts for capital improvements, and details an extensive series of design standards and guidelines for streetscape elements.

The Downtown Streetscape Plan has been developed by the Planning Department with assistance from a range of individuals, groups, and city agencies including the American Institute of Architects and downtown merchants and business groups. It aims to achieve three primary goals:

- To provide a coordinated, comprehensive design vision for the Downtown Pedestrian Network.
- To provide standards and guidelines for the placement of streetscape elements by both the public and private sectors.
- To provide a framework for anticipated capital projects funded by the Proposition B sales tax administered by the Transportation Authority of the City and County of San Francisco, for privately financed projects implemented to meet downtown open space requirements, and for public-private partnership funded projects.

The plan will be presented to the City Planning Commission on August 25, at 3:30 pm, or thereafter, in City Hall, Room 282. The public comment period will continue until September 29, 1994. Enclosed is a copy of the plan for your review. We welcome any comments that you have regarding the plan.

If you have questions or would like to discuss the plan, please contact Evan Rose at 558-6291.

Sincerely yours,

L R. Blazej

Lucian R. Blazej
Director of Planning

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Rose, Evan Stuart.

Destination downtown :
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Executive Summary

Close to half a million people walk in downtown San Francisco every day. They are walking to and from transit, work, shopping, or maybe to a lunchtime sojourn at an open space. And, while walking, they see the city at a slower pace and a smaller scale than people in cars and buses. Walking affords intimate observations of the city; as the influential urbanist Kevin Lynch once noted, pedestrian paths provide a strong sense of the overall image of the city. And, for better and for worse, the physical character of the city's streets has a strong influence on the quality of San Francisco's image for residents and visitors alike.

Downtown San Francisco has a remarkable number of urban resources to offer visitors, shoppers, and workers. Foremost among these is the richness and diversity of the city--its energy and its beauty. It is this richness that has made San Francisco both a desirable place to live and work as well as one of the world's most popular destinations. Yet, it is often difficult to appreciate a beautiful view or a wonderful street scene if the sidewalk is dirty, in disrepair, and filled with a variety of neglected and poorly placed pieces of street furniture. The overall character of the urban environment is dependent on the richness of the views, the social scene, *and* the conditions of the street on which the entire urban experience is viewed. The condition of the sidewalks is especially important in San Francisco, a city noted for the quality of its architecture, its human scale, its unique views, and its innate walkability. An inferior sidewalk environment detracts from the perception of this special urban fabric.

According to surveys conducted by the Planning Department, almost 70% of the 300,000 people who work downtown arrive by transit, carpool, or by walking. Similarly, 60% of the 200,000 other people in the downtown area each day arrive by transit or by walking. Of these, over 30% of the shoppers downtown use walking as their primary mode of transportation. It is also estimated that 90% of the 12 million tourists that visit San Francisco each year walk through the Union Square area during their stay in the city. As these numbers indicate, there are many people who rely on the downtown pedestrian system as either their primary or secondary transportation mode. It is probable that the majority of the people who arrive downtown by auto will spend some time walking too. Indeed, the compactness of downtown and the City's temperate climate combine to make walking an ideal mode of transportation. As a result, the underlying assumption of this design plan is that walking is essential in the downtown core, and all streets are, or should be, pedestrian-oriented.

A negative image of the city influenced by a poor streetscape environment can have significant and adverse impacts on the economic vitality of the city as a whole. Visitors might choose not to visit again or pass along negative perceptions of San Francisco to their hometown friends and colleagues, regional shoppers might choose to go a mall instead of Union Square, and businesses, both large and small, might choose to locate in a clean, attractive, and well-maintained environment elsewhere. Ultimately, efforts to retain and improve upon the innate attractiveness and llivability of the City of San Francisco must include attention to all of the components of the urban experience, including the conditions of the streetscape.

The Downtown Streetscape Plan

The Downtown Streetscape Plan is the guiding document for the development of the Downtown Pedestrian Network called for in the Downtown Area Plan (Objective 22, Policy 4). The publication of this streetscape plan for the downtown pedestrian environment represents a first step in a long-term effort to improve sidewalk conditions in downtown San Francisco. Ultimately, this plan is a blueprint for future improvements of downtown sidewalks and for the creation of an imageable downtown pedestrian system. The intent of the plan is to assist in the development of pedestrian projects in both the public and private sector by providing design ideas for large scale improvements as well as guidelines for individual sidewalk elements. The specific goals of this plan are threefold:

■ **To provide a coordinated, comprehensive design vision for the Downtown Pedestrian Network.** A design vision that:

- Reinforces the sidewalk as an essential element of the public realm.
- Provides for the comfort and safety needs of pedestrians.
- Contributes to the unique physical character of the City.
- Complements the open space network.
- Promotes walking as the primary transportation mode in the downtown core.
- Unifies the downtown streetscape.

■ **To provide standards and guidelines for the placement of streetscape elements by both the public and private sectors.** These standards and guidelines will ensure that the many sidewalk elements are appropriately sited and meet the overall goals of the Downtown Pedestrian Network.

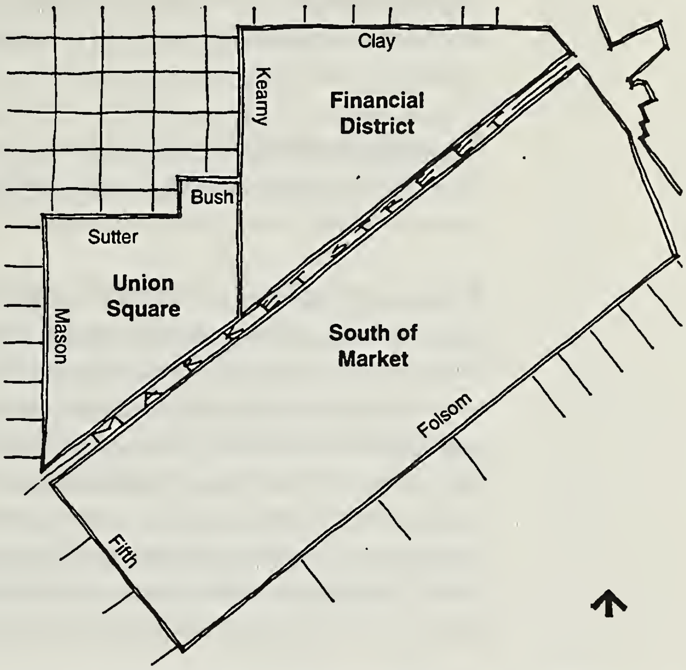
■ **To provide a framework for anticipated capital projects funded by the Proposition B sales tax as administered by the Transportation Authority of the City and County of San Francisco, for privately financed projects implemented to meet downtown open space requirements, and for public-private partnership funded projects.**

This Downtown Streetscape Plan was developed by the Planning Department as a component of the Downtown Pedestrian Projects program funded by the Transportation Authority of the City and County of San Francisco.

Planning staff worked closely with merchants' groups, city agencies, and design professionals in the development of this plan. The San Francisco Chapter of the American Institute of Architects was especially helpful as the co-sponsor of the Downtown Pedestrian Charrette and as an on-going forum for design assistance and feedback.

Downtown Streetscape Plan Study Area

The study area for the Downtown Streetscape Plan encompasses the C-3 district outlined in the Downtown Plan, exclusive of mid-Market and the Civic Center both of which are covered in another study. The boundaries as indicated on the map are Mason and Fifth Streets to the west, the Embarcadero to the east, Clay Street to the north (except Chinatown), and Folsom Street to the South. The district is further sub-dvided into three sub-areas that correspond to land use and zoning patterns: Union Square (Mason to Kearny, Market to Bush), the Financial District (Kearny to the Embarcadero, Market to Clay), and South of Market (Fifth to the Embarcadero, Market to Folsom).



Study Area Boundaries

Existing Streetscape Conditions

While each street in the Downtown area raises specific issues and concerns, there are a number of universal problems that occur throughout the area. Identified problems include:

■**Congestion:** Large pedestrian volumes are not necessarily a problem in a vibrant urban environment. Indeed, a high level of foot traffic makes the downtown more bustling and interesting. Problems occur, though, when the number of people exceeds the carrying capacity of the sidewalk area. In other words, if the sidewalk is too narrow for the number of people and activities on it. Congested sidewalks are hazardous and create significant accessibility problems.

■**Queuing Space:** When the sidewalks are too congested, significant problems can result at the corners due to insufficient queuing space. At congested corners pedestrians often wait off the curb, a particularly dangerous practice on streets with peak-hour curb lane traffic.

■**Unsafe Crosswalks/Vehicle Conflicts:** Conditions such as lengthy crosswalks, insufficient signalized pedestrian crossing times, extensive vehicle turns through the crosswalk, red-light running, and inadequate pedestrian crossing islands present problems for pedestrians and are evident throughout downtown.

■**Sidewalk Clutter/Obstacles:** There are many elements on the sidewalk ranging from streetsigns and parking meters to street trees and flowerstands. While many of the elements are indeed desirable and/or necessary, their placement often makes them obstacles to through pedestrian movement. This problem is especially acute on sidewalks with congestion problems.

■**Accessibility/Poor Sidewalk Surfaces:** The conditions listed above, combined with a host of inadequate corner curb ramps and a variety of sidewalk surfaces (many in disrepair), have created disabled access problems throughout the downtown area.

■**Lack of Pedestrian Amenities/Unattractive Streetscapes:** There are a number of elements that make the streetscape pleasant, including street trees, benches, and, in San Francisco, historic details. Well-designed pedestrian amenities are a key element in creating a walkable and memorable environment. Moreover, certain amenities such as benches greatly contribute to the comfort of pedestrians by giving them places to rest, socialize, and see the city. Downtown San Francisco is notable for the absence of many of these amenities. Street trees are limited, benches are rare, and historic streetlights are often removed. As important, significant and well-known areas like Union Square need streetscape designs that reflect the overall design quality of the district, especially if they are to successfully compete with other Bay Area shopping districts that do provide a pleasant pedestrian environment.

■**Cleanliness:** One of the most common complaints about the downtown streetscape is the fact that it is "dirty." Some of the more common items that respondents mentioned include litter, graffitti, and odors, particularly those caused by the lack of public restrooms.

■**Orientation/Poor Signage:** Although there are a number of prominent visual markers in the downtown area, the lack of adequate pedestrian signage often makes the area quite confusing for tourists, a problem that is exacerbated by the street grid shift at Market Street.

■**Lack of Consistency:** This problem is most evident with sidewalk paving patterns. Some blocks have widely differing paving materials in front of each individual property, and many of these are in various states of disrepair. Similarly, the proliferation of different elements, including planters, street trees, and street lights on one block often creates visual cacophony which diminishes the effectiveness of the improvements. Frequently these improvements in the public right-of-way are merely individual building announcements and personal design expressions, as opposed to components of a public streetscape.

■**Neglect of Streetscape Elements:** Many of the individual elements that are already in place have not been maintained. As a result, there are many elements that have become eyesores (and occasionally dangerous) detracting from the image of the area.

■**Insufficient Open Space:** As recognized in the Downtown Plan, there are significant open space deficiencies downtown. Sidewalks are an integral element of the downtown open space network not only as connections, but as valuable open space “snippets” themselves.

Design Plan

The design plan is based on a street typology framework. This framework facilitates a design process within which streets can be differentiated from each other while also being coordinated with the overall design goals for the downtown. By creating clear distinctions between different pedestrian streets, the street typology reinforces an understanding of the downtown street system based on usage, function, city pattern, and symbolic significance. The typology draws from existing conditions and anticipated changes, but is deliberately fluid to accomodate unanticipated future developments.

The typology aims to add to the distinctive "sense of place" of the downtown as a whole, as well as within the sub-districts through its development of appropriate streetscape designs that highlight the existing city pattern and image. In so doing, it will create a more memorable streetscape for residents and visitors alike, thereby improving pedestrian orientation and facilitiating pedestrian movement. The street typology system is also a useful tool for facilitating the design solutions outlined in this plan while also creating a downtown environment that clearly indicates to pedestrians which streets are important connections and destinations. In particular, the typology establishes a design matrix for streetscape elements that concentrates street furniture on streets with sufficient sidewalk space. As a result, street furniture is designated for appropriate locations.

The design framework is constructed as a progressive hierarchy with *Base Case Streets* representing the bottom rung and *Civic Streets* the top. The *Base Case* establishes the *minimum for all pedestrian streetscapes downtown*; The next level, *Second Level Streets*, are primary pedestrian connections and incorporate the Base Case with additional treatments. The third level, *Special Streets*, are focal point, destination streets and incorporate the lower two categories of improvements as well as more distinctive, specially-designed improvements. The top level, *Civic Streets*, is reserved for the most important streets, Market and The Embarcadero, both of which merit a distinctive urban design focus.

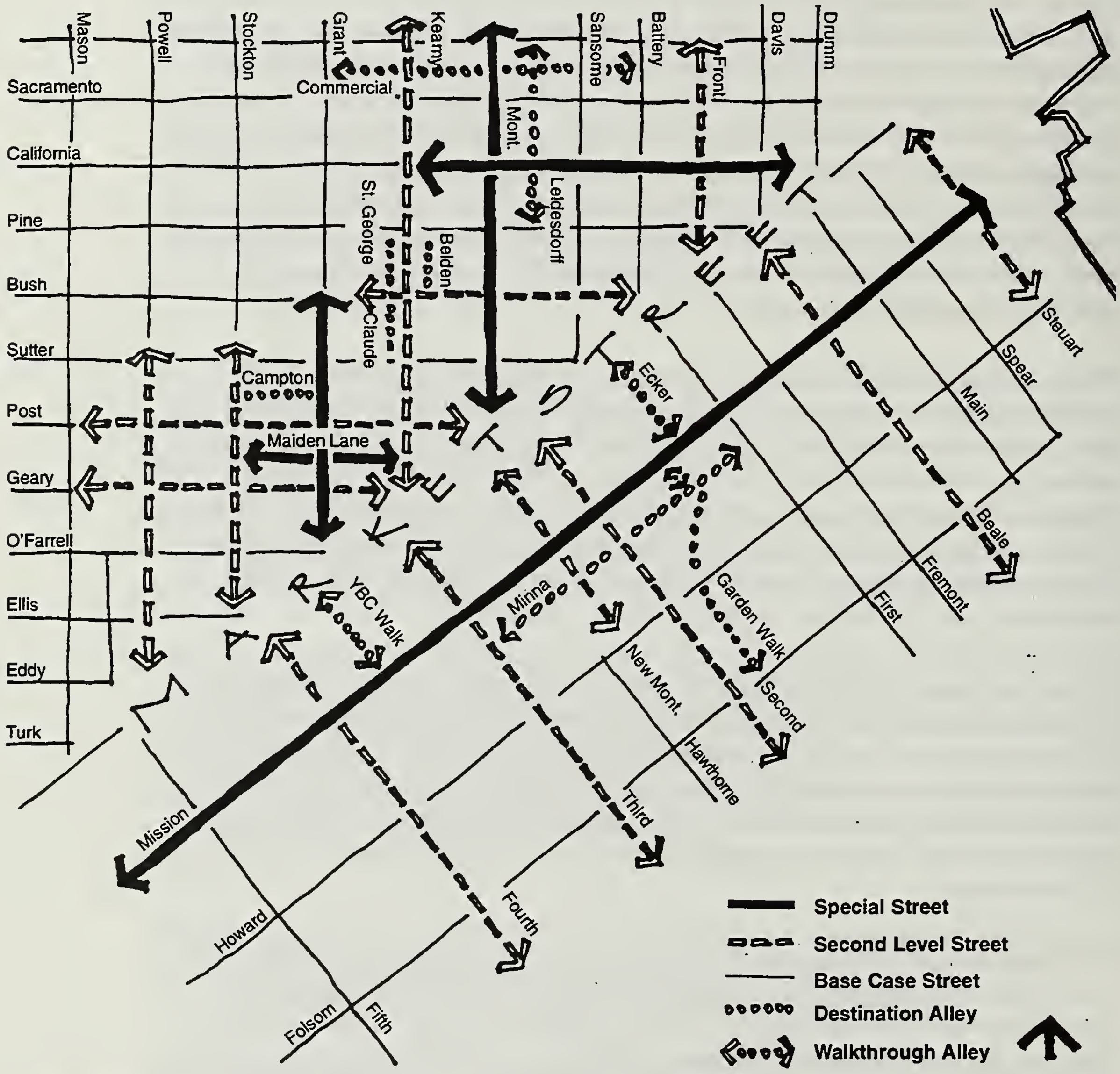
At least one street in each sub-district is designated as a *Special Street*. These streets will be focal point, destination streets for the sub-districts thereby setting the tone and definition for the sub-district as a whole. The five *Special Streets*, California, Grant, Maiden Lane, Mission, and Montgomery, are noteworthy for their citywide symbolic recognition, streetscape environment, and pedestrian function, and each merits a unique design treatment. As a rule, they should be centers of pedestrian amenities and activities with design treatments that do not appear elsewhere.

The *Second Level Streets* are drawn from those that were characterized as functional and/or symbolic during the analysis phase. They are: Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Post, Powell, Second, Steuart, Stockton, and Third. These *Second Level* streets are designated as significant pedestrian paths between important destinations. Improvements are designed to facilitate through movement and to highlight destinations.

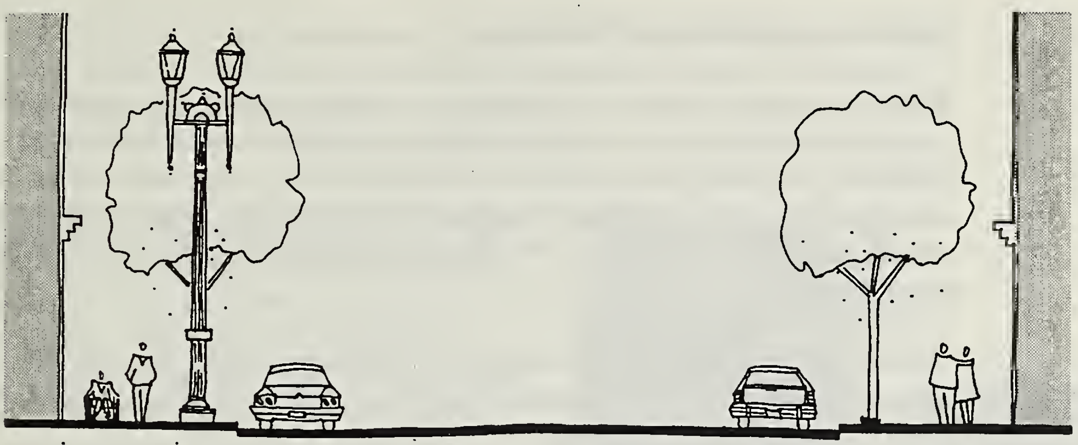
Executive Summary

The *Base Case Streets* are all streets not designated as either *Symbolic* or *Second Level*. The focus on the *Base Case* streets is to create attractive, obstacle-free pedestrian environments that reinforce district identity.

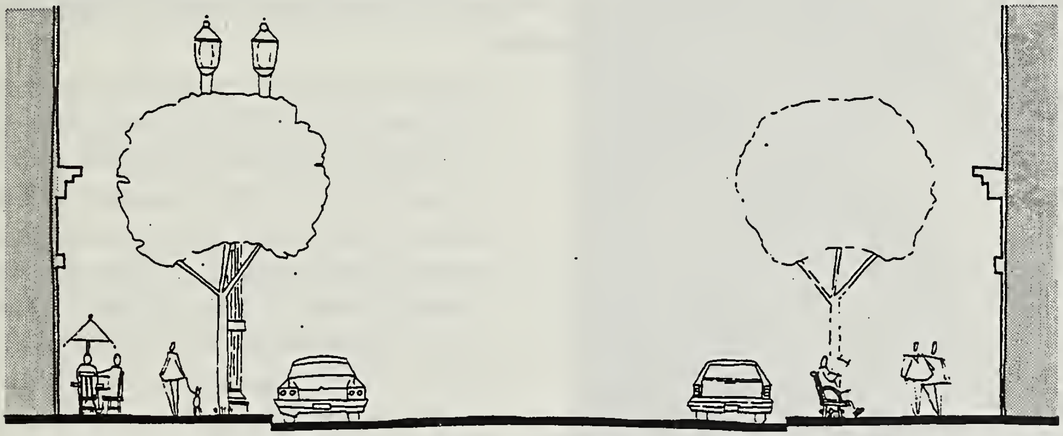
This typology is also applied to the alleyways. The *Base Case* establishes the minimum for a pedestrian connection, *Walkthrough*, alley: Annie, Commercial, Ecker, Jessie, Leidesdorff, Minna, Natoma, Shaw, Stevenson, and Trinity. The *Second Level* highlights more important, *Destination*, alleys: Belden, Claude, Commercial, Campton, and St. George. The *Special Street* signifies the most imageable of the alleys, Maiden Lane.



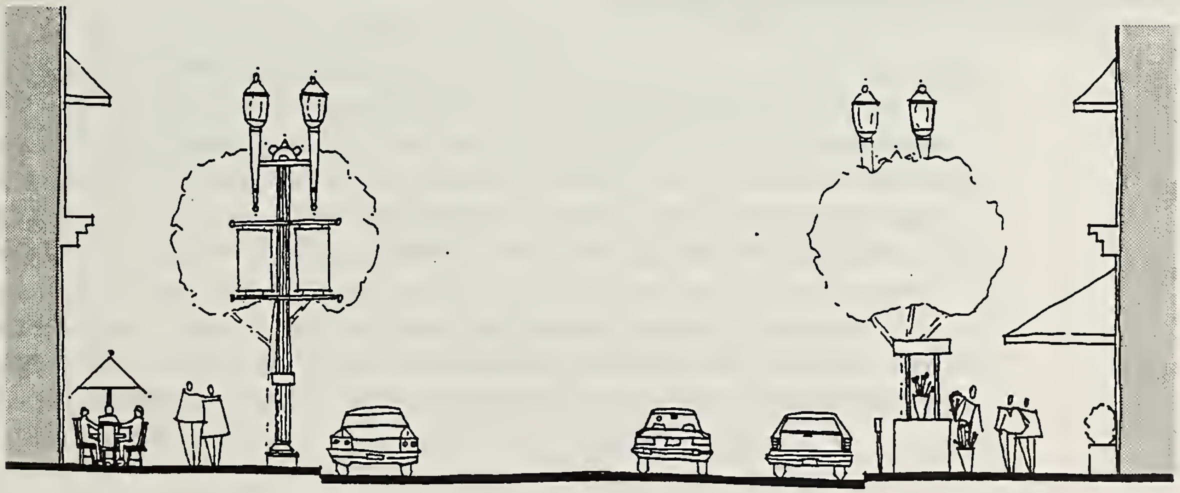
Street Typology Design Plan



Typical Base Case Street



Typical Second Level Street



Typical Special Level Street

The plan is organized into three sections:

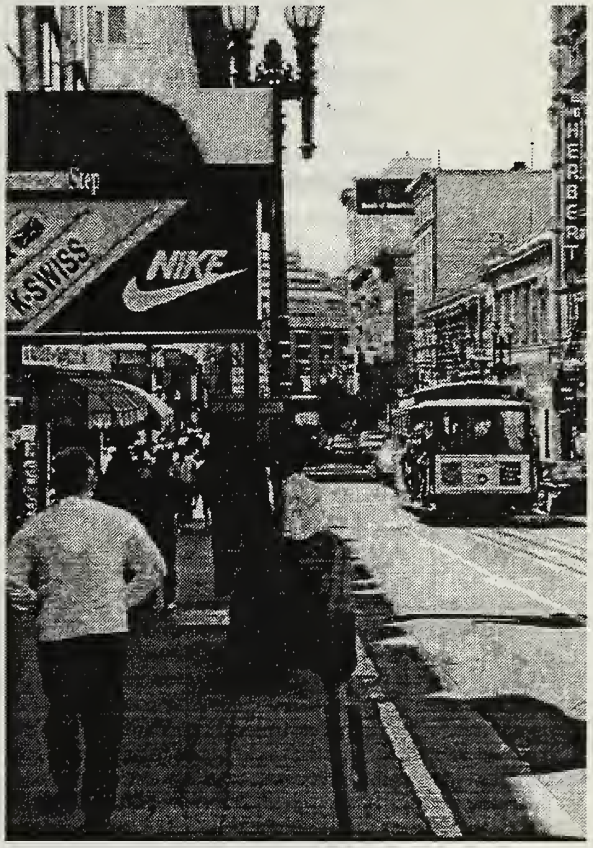
- **The Comprehensive Plan:** An overall plan for the entire downtown which outlines the street typology design framework, details the district-wide image, creates district-wide connections, and relates the downtown to surrounding districts. Suggested capital projects aimed at ensuring a safe and pleasant streetscape include pedestrian-oriented directional signage, sidewalk widening, corner bulbs, transit stop improvements, clear zone construction, and street trees.

- **Sub-Area Plans:** Union Square, Financial District, South of Market, and Alleyways. Each of these plans outlines the specific design ideas for the sub-district streets and connects these design ideas to the downtown typology.

- **Standards and Guidelines:** A compendium of the streetscape element design recommendations of this comprehensive plan. Arranged by element, these standards and guidelines translate the design objectives into policies.

The street "means accident and incident, drama, movement. It means above all dream . . . In the street you learn what human beings really are; otherwise or afterwards, you invent them." --Henry Miller

Throughout history, the pedestrian space of the street has been one of the most important places in the city. The street is a truly "public" space. No one and everyone owns it. Sidewalks are the paths that everyone travels, the spaces in which everyone comes together; where people see each other, bump into each other, and talk to each other. Whether they arrive by bus, train, or car, at some point almost everyone will be a pedestrian during their journey through the city.



Walking in Downtown San Francisco

Close to half a million people walk in downtown San Francisco every day. They are walking to and from transit, work, shopping, or maybe to a lunchtime sojourn at an open space. And, while walking, they see the city at a slower pace and a smaller scale than people in cars and buses. Walking affords intimate observations of the city; as the influential urbanist Kevin Lynch once noted, pedestrian paths provide a strong sense of the overall image of the city. And, for better and for worse, the physical character of the city's streets has a strong influence on the quality of San Francisco's image for residents and visitors alike.

Downtown San Francisco has a remarkable number of urban resources to offer visitors, shoppers, and workers. Foremost among these is the richness and diversity of the city--its energy and its beauty. It is this richness that has made San Francisco both a desirable place to live and work as well as one of the world's most popular destinations. Yet, it is often difficult to appreciate a beautiful view or a wonderful street scene if the sidewalk is dirty, in disrepair, and filled with a variety of neglected and poorly placed pieces of street furniture. The overall character of the urban environment is dependent on the richness of the views, the social scene, *and* the conditions of the street on which the entire urban experience is viewed. The condition of the sidewalks is especially important in San Francisco, a city noted for the quality of its architecture, its human scale, its unique views, and its innate walkability. An inferior sidewalk environment detracts from the perception of this special urban fabric.

Overview

According to surveys conducted by the Planning Department, almost 70% of the 300,000 people who work downtown arrive by transit, carpool, or by walking. Similarly, 60% of the 200,000 other people in the downtown area each day arrive by transit or by walking. Of these, over 30% of the shoppers downtown use walking as their primary mode of transportation. It is also estimated that 90% of the 12 million tourists that visit San Francisco each year walk through the Union Square area during their stay in the city. As these numbers indicate, there are many people who rely on the downtown pedestrian system as either their primary or secondary transportation mode. It is probable that the majority of the people who arrive downtown by auto will spend some time walking too. Indeed, the compactness of downtown and the City's temperate climate combine to make walking an ideal mode of transportation. As a result, the underlying assumption of this design plan is that walking is essential in the downtown core, and all streets are, or should be, pedestrian-oriented.

In general, sidewalks are taken for granted. While beautification efforts are often directed at open spaces, the connections to these open spaces, the sidewalks, are most often ignored. Despite the fact that city sidewalks are a far larger open space resource than all city parks combined, sidewalks are sacrificed for other purposes, most notably automobile traffic and a jumbled assortment of randomly placed obstacles. Sidewalk conditions are of low priority, and pedestrian needs rarely considered unless there is an imminent liability. Often, efforts to improve the streetscape are seen as unnecessary beautification.

The quality of sidewalk conditions, though, is not just a question of aesthetics. The deterioration of the pedestrian environment is also an important safety issue. Inadequate sidewalk space is an increasing hazard in an ever-growing downtown, and proliferating sidewalk obstructions create ever-worsening accessibility problems.

Moreover, a negative image of the city influenced by a poor streetscape environment can have significant and adverse impacts on the economic vitality of the city as a whole. Visitors might choose not to visit again or pass along negative perceptions of San Francisco to their hometown friends and colleagues, regional shoppers might choose to go a mall instead of Union Square, and businesses, both large and small, might choose to locate in a clean, attractive, and well-maintained environment elsewhere. Ultimately, efforts to retain and improve upon the innate attractiveness and llivability of the City of San Francisco must include attention to all of the components of the urban experience, including the conditions of the streetscape.

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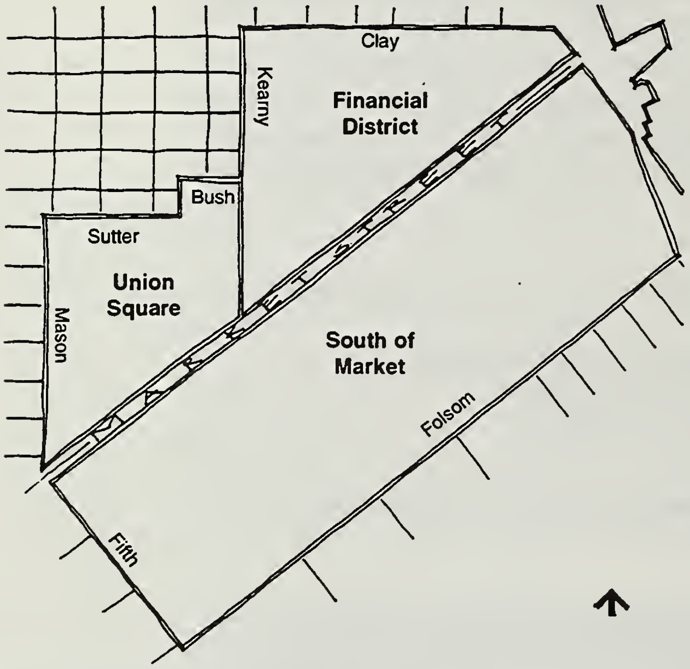


Study Area Boundaries

The Downtown Pedestrian Program

The Downtown Pedestrian Program was developed from the fieldwork and analysis of the 1980 Center City Pedestrian Circulation and Goods Movement Survey produced by Wilbur Smith Consultants. This survey examined the problems in the downtown pedestrian environment and recommended a number of system-wide improvements as well as specific capital projects. The Wilbur Smith plan was expanded upon and incorporated into the 1985 Downtown Plan which also identified a series of capital improvements ranging from sidewalk widenings to South of Market mid-block pathways.

Due to funding limitations, few projects from the Wilbur Smith report or the Downtown Plan were implemented. These projects have been limited to private sector developments constructed in order to meet downtown open space requirements. These include a corner bulb at Front and California, sidewalk widening on Commercial Street, decorative paving on Leidesdorff, and brick paving on Ecker Street.

In 1989, the voters of San Francisco approved Proposition B, authorizing the expenditure of sales tax money for transportation projects and the establishment of the Transportation Authority of the City and County of San Francisco. The Downtown Pedestrian Projects were included in the Proposition B plan, and this dedication of funds revitalized the pedestrian program.

When the Pedestrian Program was restarted in 1991, staff began an extensive review of the recommendations in both the Wilbur Smith report and the 1985 Downtown Plan. Combined with this review, staff began a thorough reassessment of the existing downtown environment with particular attention to the many changes that have transpired during the past decade. Staff then initiated the development of this streetscape design plan.

The Downtown Pedestrian Program funded by Proposition B sales tax monies aims to complete a wide-range of pedestrian projects outlined in this design plan. However, given the limited amount of funding available to the program, the impact of the Downtown Pedestrian Program will not be restricted to Proposition B funded capital projects. Rather, the Streetscape Plan, especially the streetscape element standards and guidelines, will have, in the long-term, a more "bang for the buck" positive impact on the downtown pedestrian environment since they will guide all downtown streetscape improvements in both the public and private sectors.

The policy basis for the Downtown Pedestrian Street Improvement Program can be found in the goals and objectives of both the Transportation Element and the Downtown Area Plan of the Master Plan of the City and County of San Francisco. Contained within the Master Plan are a number of policies outlining the importance of pedestrian circulation, the importance of the public right-of-way as an open space asset, and the need for a safe, efficient, accessible, and pleasant pedestrian environment.

The original Downtown Pedestrian Network proposed in 1985 was based on a classification of four types of pedestrian streets: pedestrian oriented/vehicular streets (most streets in the area); part-time pedestrian streets (alleys such as Belden and Maiden Lane); pedestrian/service street (service alleys such as Jessie and Natoma); and, exclusive pedestrian walkways with or without transit (The Powell Street Transit Mall and the mid-block walkways south of Market). The street typology in this Downtown Streetscape Plan is a refinement of the Downtown Plan classification system and is based on an initial assumption that all downtown streets should be pedestrian-oriented, whether a pedestrian-oriented vehicular street or an alley.

Developing the Plan

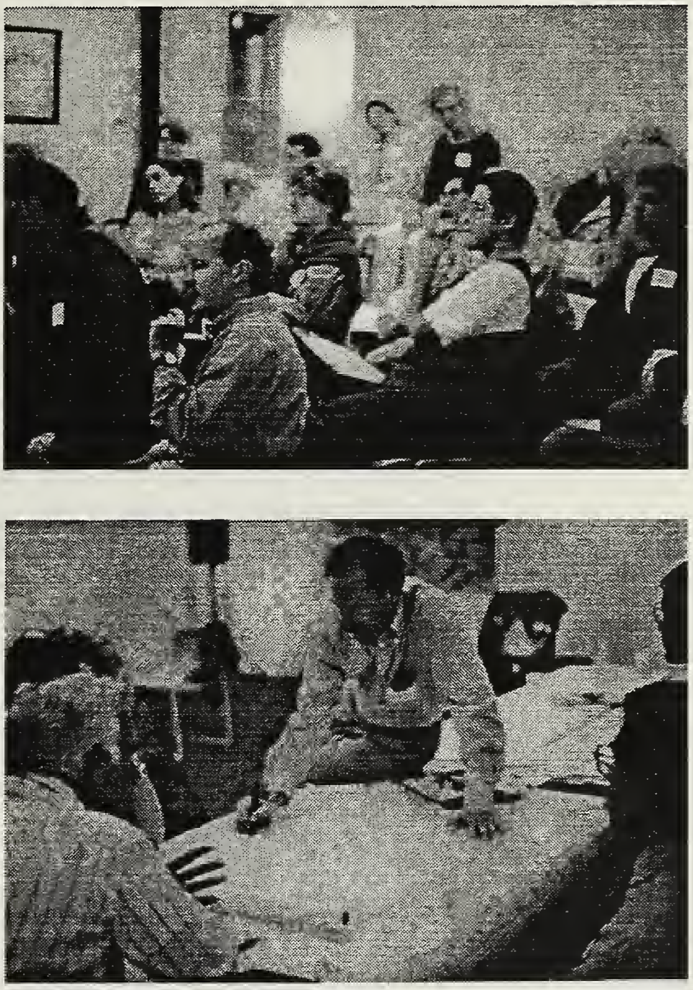
The work program for this project has had five primary phases:

■**Research, Fieldwork, and Data Gathering (9/91-9/93):** The first stage of the process involved reviewing the 12 year history of the pedestrian program, including all projects proposed and the few that were actually implemented. Each of the existing project proposals was individually evaluated based on pedestrian usage and funding feasibility. The pre-existing project ideas formed the basis for the initial capital program outline presented to the City Planning Commission in February of 1993, as well as for the federal grant application cycle. This process highlighted the need for a coordinated plan which would facilitate long-term project development and phasing.

Drawing on the ideas and analysis techniques of noted urban designers such as Kevin Lynch and William Whyte, program staff spent hours in the field observing pedestrian behavior and recording street conditions. The goal was to gain as complete a picture as possible of the social and physical environment of the downtown streetscape. Information gathered included pedestrian counts, questionnaires, and behavior notes, sidewalk element inventories, land use information, microclimate notations, and extensive photos. During the fieldwork process, program staff also developed a series of data maps illustrating transit usage, traffic volumes, pedestrian-vehicle accidents, sidewalk element placements, pedestrian volumes, pedestrian level of service, open space, street trees, land use, sun/shadow, trip generators, tourist destinations, walking tours, and historic districts. A final component of the design preparation process involved reviewing similar street improvement projects in San Francisco such as Market Street, as well as projects in Portland, Honolulu, and Seattle. A review of relevant literature also outlined useful project development, design, and implementation techniques.

■**Urban Design Analysis (9/92-9/93):** The research, fieldwork, and data gathering process yielded a great quanitity of information for the extended analysis phase. The objective during this phase was to explore the character of the sidewalk environment and assess pedestrian needs and safety issues, as well as to develop goals for the design phase.

■**Design Charrette (9/93 & 2/94):** The culmination of the research and analysis phases was a design charrette co-sponsored by the San Francisco chapter of the American Institute of Architects (AIA). Participants included city staff, the general public, and members of professional design organizations including the AIA, the American Society of Landscape Architects, and the American Planning Association. Prior to the charrette, a planning team composed of Department staff and AIA members outlined the program for the charrette and developed the analysis framework and street typology system.



Downtown Pedestrian Design Charrette

The charrette was an all day event held on a Saturday at the AIA offices in downtown San Francisco. The morning session was devoted to analysis of the downtown environment during which time the group explored the idea of street typologies and the ideas of street image and function. The afternoon session utilized a small team approach to explore design solutions for the four sub-areas (Union Square, the Financial District, South of Market, and Alleys).

The charrette was very successful. The group of thirty design professionals and members of the general public produced a very detailed overall analysis of the the downtown pedestrian street system, an overall framework for design development including a basic outline of the pedestrian street typology hierarchy, and a series of very detailed streetscape design recommendations for each of the sub-areas. These design ideas provided the basis for the ensuing development of the streetscape plan.

A follow-up meeting to discuss the design ideas and first draft of the plan document was held with the AIA in February of 1994. Participants offered feedback on the plan and discussed its development since the charrette. The group devoted much of the session to the streetscape design standards and guidelines, a level of detail that was not possible at the first charrette.

■**Design Development (9/93-6/94):** After the charrette, program staff revisited the conclusions and developed more detailed designs. For each design goal, implementing design standards and guidelines were developed, and code and policy amendments drafted.

■**Comment and Design Revision (1/94-6/94):** The draft plan was presented to interested city departments for comment and revisions.

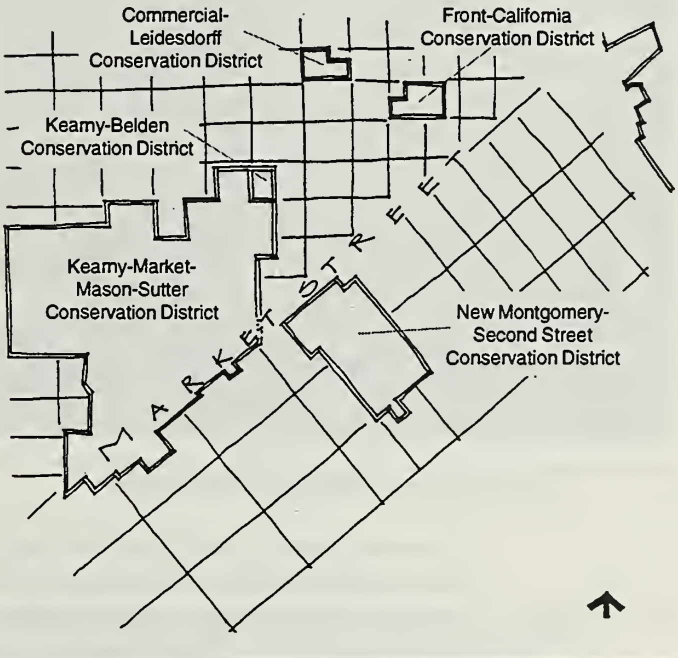
The analysis of the existing pedestrian environment involves identifying urban design features, quantifying the physical characteristics, and exploring the distinct qualities of individual streets. Drawing on the ideas and methods of William Whyte, Donald Appleyard, Allan Jacobs, and Kevin Lynch, among others, the analysis was conducted over the course of two years by a team that included Planning Department staff and a number of student interns.

Urban Design Features

Downtown San Francisco is composed of three sub-districts. While they all have a predominately commercial and office character and high building densities, they are each distinct. The Financial District has a number of high rise office towers which shade many sidewalks and create significant winds. The Union Square district has moderate scale, historic buildings with ground floor retail, hotels, and the landmark Union Square. South of Market has at least three different personalities: an office area with large-block office buildings, a smaller scale historic district, and the large scale Yerba Buena Center redevelopment area.

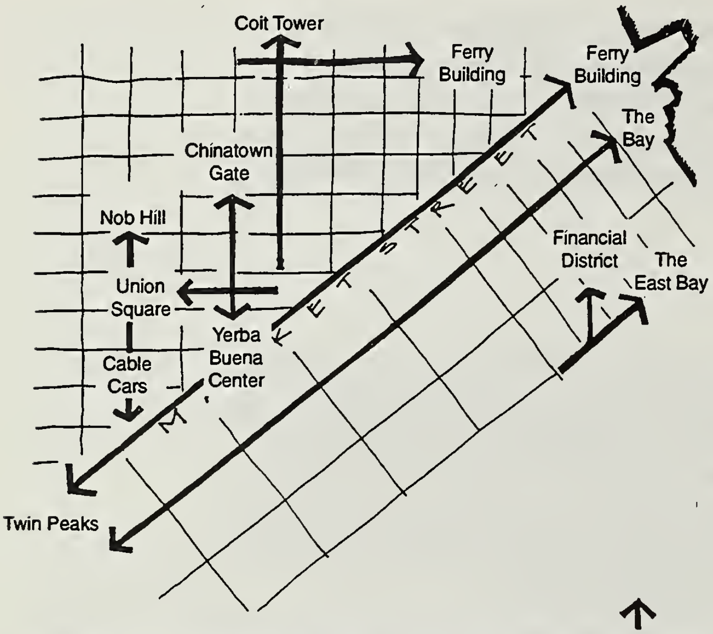
The edges between the districts are clearly demarcated by streets and a variation of both geographic and man-made topography with many visual clues. Market Street, the edge between north and south, is the widest, most ceremonial street in the city, Nob Hill topographically marks the northern edge of Union Square, while on Kearny Street, the edge between the Union Square and Financial districts, the east side is composed of high rise offices while the west side is smaller scale historic buildings.

The character of the edge on Kearny Street is defined by the Kearny-Mason-Sutter Historic District which encompasses the Union Square area and preserves its unique character. This historic district is one of five in the downtown area as indicated on the historic district map. Each of the historic districts is noteworthy for the high quality of their buildings and their predominantly pedestrian characters. As such they tend to include popular pedestrian destinations whether as an entire district or at distinct locations within the district.


Commercial-Leidesdorff Conservation District
Front-California Conservation District
Kearny-Belden Conservation District
Kearny-Market-Mason-Sutter Conservation District
New Montgomery-Second Street Conservation District
MARKET STREET

Downtown Conservation Districts

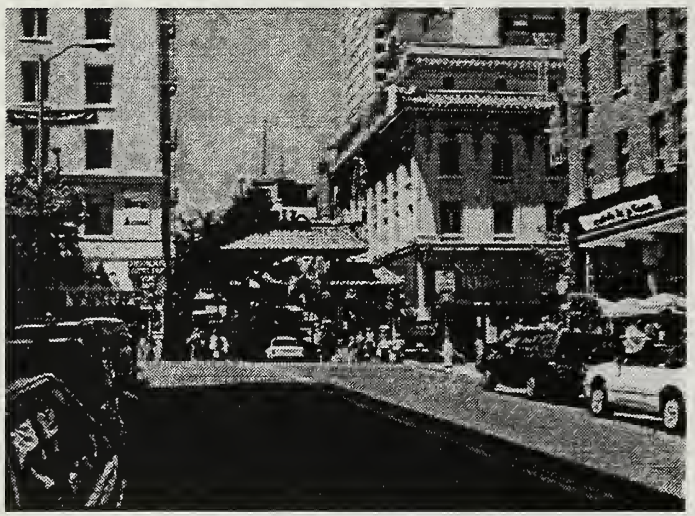
Analysis



Significant Views Diagram

Views of significant landmarks (such as the Dewey Memorial in Union Square or the Sheraton Palace), to the Bay, and to the hills, are also important visual clues for orientation and movement as well as definers the quality of the City's image. These clues are especially useful for visitors as the most important landmarks are visible destinations in the street landscape. Topography also greatly affects pedestrian usage patterns, as people generally avoid uphill streets in favor of adjacent level streets.

On Grant Avenue, the ornate Chinatown gate is visible for blocks and is a beacon marking the entrance to Chinatown. Heading south, the looming Marriott south of Market indicates the emerging Yerba Buena Center. The landmark Ferry Building at the foot of Market Street demarcates the waterfront and is visible from the downtown, the Civic Center, and beyond. While the distant view of Coit Tower at the peak of Telegraph Hill demarcates Kearny Street as an important path towards it.



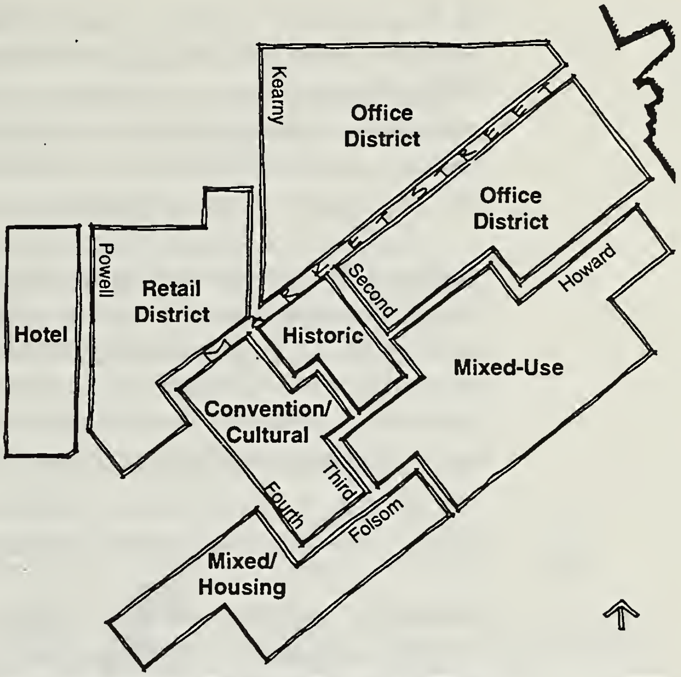
The Chinatown Gate from Grant Avenue

Significant destinations downtown range from transit hubs and office buildings to shopping streets and tourist destinations. Within the Financial District, the transit hubs are focal points that generate significant usage at the morning and evening peaks, while lunchtime destinations such as Kearny Street, open spaces, and the alleys are concentrated at midday.

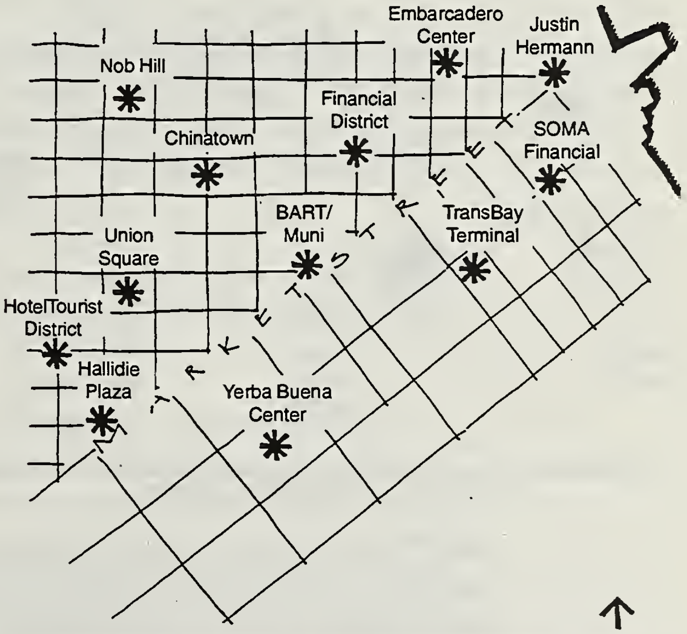
In the retail district, Union Square is a focal point and landmark for the downtown and the city. The core shopping street is Stockton, a street with substantial transit connections as well. Tourists are found in large volume throughout the district, but Powell is the primary tourist hub centered on the landmark Cable Car Turntable and the Tourist Information Center at Market Street.

The size of the south of Market area affords a number of significant destinations within its sub-areas. In the office area, the Rincon Center and the Embarcadero generate lunchtime usage, and for the former an increasing amount of evening activity. The Transbay Terminal is a primary transit hub for the entire downtown area, generating high volumes on the surrounding streets during both the morning and evening peaks. The Yerba Buena Center, though, has the potential to generate the most consistently high pedestrian volume given its new cultural institutions, convention center, and residential population.

Much of the south of Market area is in transition, both from a land use and pedestrian perspective. In addition to the changes at the Yerba Buena Center, the Transbay Terminal area is slated for new development and possibly a new Terminal one block to the east and a Caltrain station at Beale and Market. Between the existing Terminal and YBC there are at least three major development projects being planned including a large high-rise housing development. A proposed arena and the rebuilding of the Embarcadero and the Terminal Separator Structure will affect Steuart, Main, Beale, First, Mission, and Howard. Finally, the continued development of the "multi-media gulch" area around First and Folsom and towards South Park and the eventual development of Mission Bay will increase pedestrian and vehicular traffic throughout the immediate vicinity.



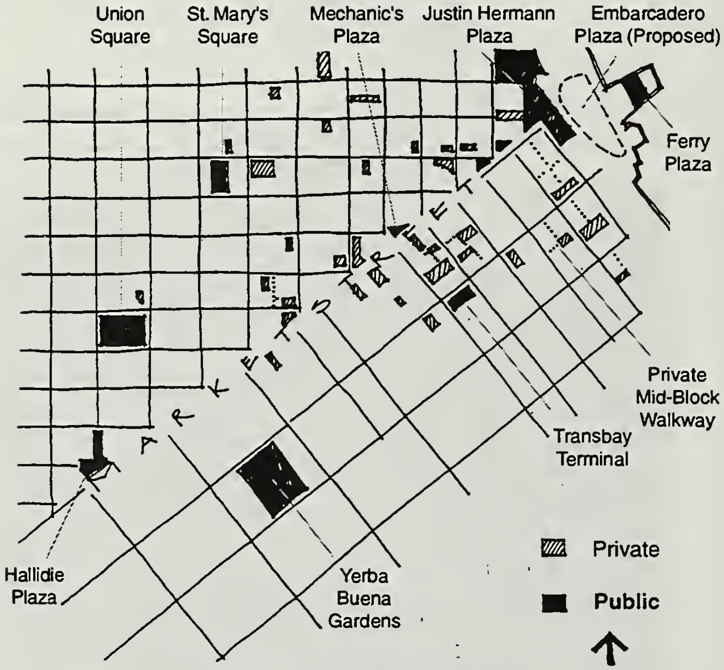
Downtown Land Use Diagram



Significant Downtown Pedetrian Destinations

Most of the primary destinations in the downtown core are within a short walk from each other. It is very convenient for Montgomery Street businesspeople to walk to the Union Square retail area or to the Embarcadero during lunch. Similarly, the proximity of the Convention Center to the Union Square hotels and shopping and the Financial District suggests that walking could be the primary mode for most visitors between these sites. Indeed, much of the downtown core is within a 15 minute walk from the Convention Center. While many do walk now, there are also a large number of shuttle buses ferrying conventioneers between the YBC and nearby hotels--the walk between north and south of Market destinations can be confusing to people from out of town, and many visitors find the general deterioration of the downtown streetscape environment uncomfortable. Improvements directed at these concerns will reduce the need for the shuttle buses and threby get more visitors on the street.

Among the most common destinations of people in the downtown area are the many open spaces. Thses opens spaces range from public parks such as Union Square and Justin Hermann Plaza to privately-operated pocket parks and roof gardens. The usage of the parks is quite varied too. The Financial District parks serve the lunch crowd and are sparsly populated at other times. Union Square and Hallidie Plaza, on the other hand, serve a more constant stream of shoppers and Tenderloin/Nob Hill/Chinatown residents.



Downtown Open Space Diagram

The open spaces are an integral element of the Downtown Pedestrian Network. The network is both a connection to the parks as well as an important aspect of the open space system in and of itself. In a dense city such as San Francisco, the space of the public right-of-way is a refuge in the urban fabric, a space for sun and for air and a respite from the building environment. The role of the pedestrian network is especially important in those areas that the Downtown Plan identified as deficient in usable open space, such as south of Market.

The distribution of the significant destinations and landmarks throughout downtown, combined with a number of important destinations in adjacent areas have provided a framework for the development of a series of walking tours published by the Visitors and Convention Bureau and AAA. These walking tours are oriented both within the district and to citywide destinations and are used primarily by tourists. However, despite their obvious usefulness, knowledge of these tours is fairly limited. Although millions of visitors and residents alike walk between destinations in the area, many tourists can be observed looking quite lost throughout downtown.

Existing Streetscape Conditions

While each street in the Downtown area raises specific issues and concerns, there are a number of universal problems that occur throughout the area. Identified problems include:

■**Congestion:** Large pedestrian volumes are not necessarily a problem in a vibrant urban environment. Indeed, a high level of foot traffic makes the downtown more bustling and interesting. Problems occur, though, when the number of people exceeds the carrying capacity of the sidewalk area. In other words, if the sidewalk is too narrow for the number of people and activities on it. Congested sidewalks are hazardous and create significant accessibility problems.

■**Queuing Space:** When the sidewalks are too congested, significant problems can result at the corners due to insufficient queuing space. At congested corners pedestrians often wait off the curb, a particularly dangerous practice on streets with peak-hour curb lane traffic.

■**Unsafe Crosswalks/Vehicle Conflicts:** Conditions such as lengthy crosswalks, insufficient signalized pedestrian crossing times, extensive vehicle turns through the crosswalk, red-light running, and inadequate pedestrian crossing islands present problems for pedestrians and are evident throughout downtown.

■**Sidewalk Clutter/Obstacles:** There are many elements on the sidewalk ranging from streetsigns and parking meters to street trees and flowerstands. While many of the elements are indeed desirable and/or necessary, their placement often makes them obstacles to through pedestrian movement. This problem is especially acute on sidewalks with congestion problems.

■**Accessibility/Poor Sidewalk Surfaces:** The conditions listed above, combined with a host of inadequate corner curb ramps and a variety of sidewalk surfaces (many in disrepair), have created disabled access problems throughout the downtown area.

■**Lack of Pedestrian Amenities/Unattractive Streetscapes:** There are a number of elements that make the streetscape pleasant, including street trees, benches, and, in San Francisco, historic details. Well-designed pedestrian amenities are a key element in creating a walkable and memorable environment. Moreover, certain amenities such as benches greatly contribute to the comfort of pedestrians by giving them places to rest, socialize, and see the city. Downtown San Francisco is notable for the absence of many of these amenities. Street trees are limited, benches are rare, and historic streetlights are often removed. As important, significant and well-known areas like Union Square need streetscape designs that reflect the overall design quality of the district, especially if they are to successfully compete with other Bay Area shopping districts that do provide a pleasant pedestrian environment.

■**Cleanliness:** One of the most common complaints about the downtown streetscape is the fact that it is "dirty." Some of the more common items that respondents mentioned include litter, graffitti, and odors, particularly those caused by the lack of public restrooms.

■**Orientation/Poor Signage:** Although there are a number of prominent visual markers in the downtown area, the lack of adequate pedestrian signage often makes the area quite confusing for tourists, a problem that is exacerbated by the street grid shift at Market Street.

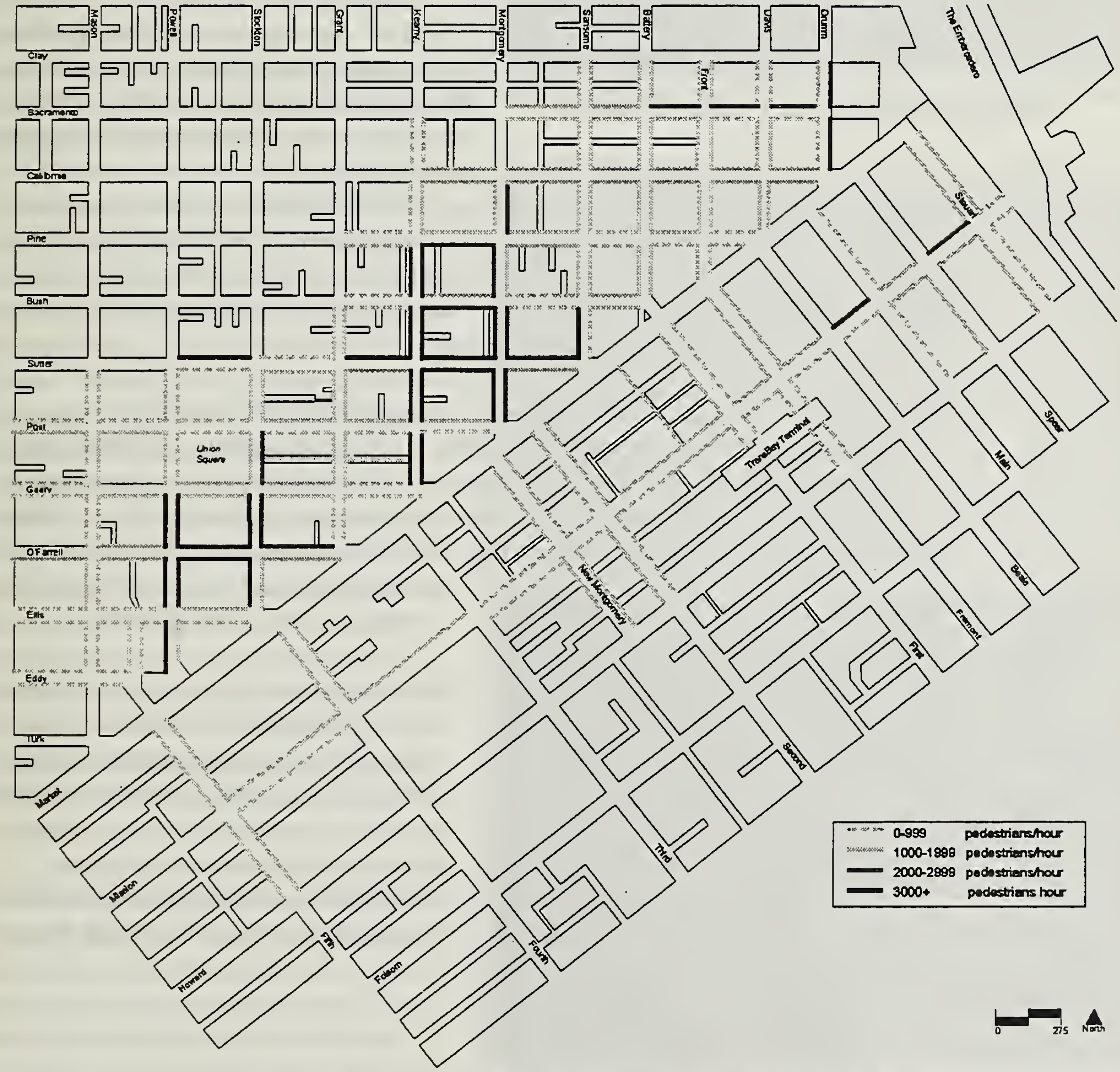
■**Lack of Consistency:** This problem is most evident with sidewalk paving patterns. Some blocks have widely differing paving materials in front of each individual property, and many of these are in various states of disrepair. Similarly, the proliferation of different elements, including planters, street trees, and street lights on one block often creates visual cacophony which diminishes the effectiveness of the improvements. Frequently these improvements in the public right-of-way are merely individual building announcements and personal design expressions, as opposed to components of a public streetscape.

■**Neglect of Streetscape Elements:** Many of the individual elements that are already in place have not been maintained. As a result, there are many elements that have become eyesores (and occasionally dangerous) detracting from the image of the area.

■**Insufficient Open Space:** As recognized in the Downtown Plan, there are significant open space deficiencies downtown. Sidewalks are an integral element of the downtown open space network not only as connections, but as valuable open space "snippets" themselves.

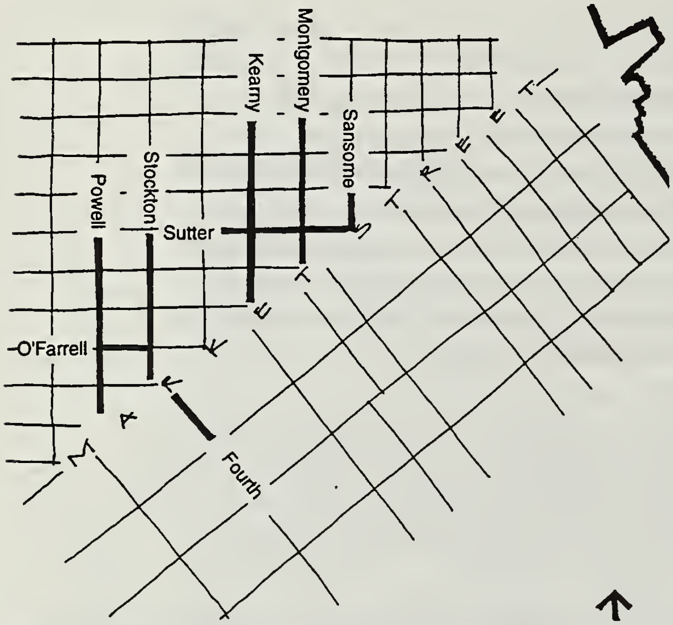
Pedestrian Volume/Safety

There are three peaks in pedestrian volume Downtown: the morning and evening rush periods, and the lunch crowd. All told, pedestrian volumes are relatively predictable and are determined by the land uses, weather, and transit hubs. There is seasonal peak in the Summer due to an influx of tourists and a significant peak during the holiday season in the Union Square District. Indeed, while generally pretty busy, the Union Square area during the holiday season is notoriously congested. Nonetheless this congestion is desireable in that it conveys the vibrancy of this vital retail district. Unfortunately, though, pedestrians engage in a host of dangerous activities including walking in the street in order to get through.



Noon Peak Pedestrian Volumes (Not including Market Street)

Analysis



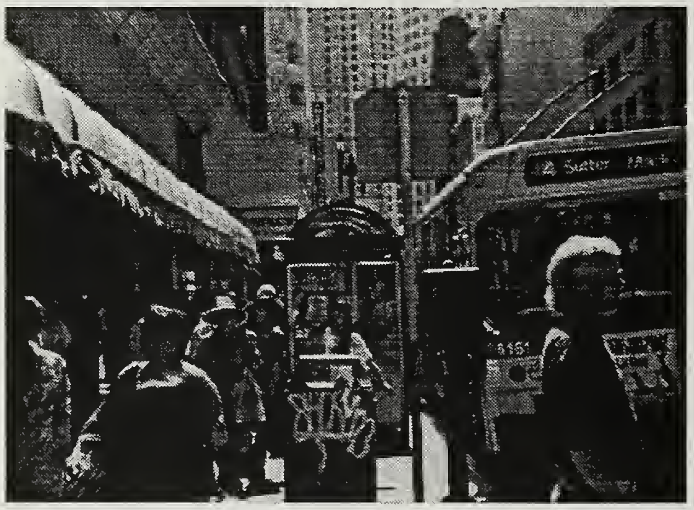
Pedestrian LOS Problem Locations

In the Union Square area, the highest volumes are in the core on Stockton and Powell Streets, streets that contain a high concentration of retail outlets and significant transit connection points. In the Financial District, volumes during the morning and evening peaks are most significant on transit connection streets, such as Montgomery and Kearny, while during the noon peak, restaurant and open space connections such as Sutter, Sansome, Bush, and Pine are significant as well.

Pedestrian volumes can give a strong indication of the quality of the pedestrian environment, but they do not tell the entire story. A high volume on a wide, unobstructed sidewalk is not necessarily a problem, while the same volume on a narrow or obstructed sidewalk can be a significant safety hazard. Using pedestrian Level of Service (LOS) formulas (as developed by Pushkarev and Zupin and outlined in the Highway Capacity Manual), it is possible to evaluate the carrying capacity of the sidewalk based on volume, sidewalk width, and obstructions.

It is desirable to have a high level of pedestrian activity downtown for without it the city would seem dead. Too much congestion, though, is a significant hazard to pedestrians and creates accessibility problems. Using the pedestrian LOS formula, a number of streets in the downtown area have insufficient sidewalk space for the number of pedestrians there. Among these streets are Stockton, Powell, Montgomery, and Kearny. Montgomery Street is a particular problem due to 12' wide sidewalks (the average downtown sidewalk is 15').

Extensive field observations revealed that on streets with a poor LOS, pedestrians often walked in the street and were more likely to jaywalk or cut a corner in order to avoid the congested corner area. Similarly, on the most congested streets, corner queuing capacity is so inadequate that people often wait for the light while standing off the curb.



Bus Stop Congestion on Kearny Street

Pedestrian congestion is especially dangerous on streets with peak hour tow-away lanes such as Stockton and Montgomery. Most pedestrians make a sub-conscious assumption that there is a parking lane between the sidewalk and traffic, an assumption that anticipates a buffer at the crosswalk protecting those who wait off the curb. The peak hour tow-away lane removes this buffer and creates a frequently observed condition of unwitting pedestrians stepping off the curb directly into the path of the on-coming traffic. Again Montgomery Street is significant problem area due to its narrow sidewalk, high pedestrian volume, and a high-speed traffic lane adjacent to the curb.

The dangers of overcrowded streets are corroborated by corresponding pedestrian-vehicle accident rate statistics. The statistics indicate a high number of accidents on the streets with the worst pedestrian levels of service. Although some of this result may be due to the high volume of pedestrians in these locations, it cannot be entirely attributed to this factor. High volume by itself does not indicate a poor level of service; rather, it is the amount of space available for pedestrians that is the key factor. In addition to accidents caused by insufficient sidewalk space, there are two other general types of pedestrian-vehicle accidents: those caused by jaywalking (either mid-block or against the light) and those caused by intersection and crosswalk deficiencies.

When staff conducted fieldwork at locations with high incidents of mid-block accidents to ascertain what factors generated the jaywalking, the most common reasons were that the pedestrians were either using an alley that was bisected by the primary street (such as Stevenson and Jessie on Third Street), or

Peak Tow-Away Lane and Narrow Sidewalk

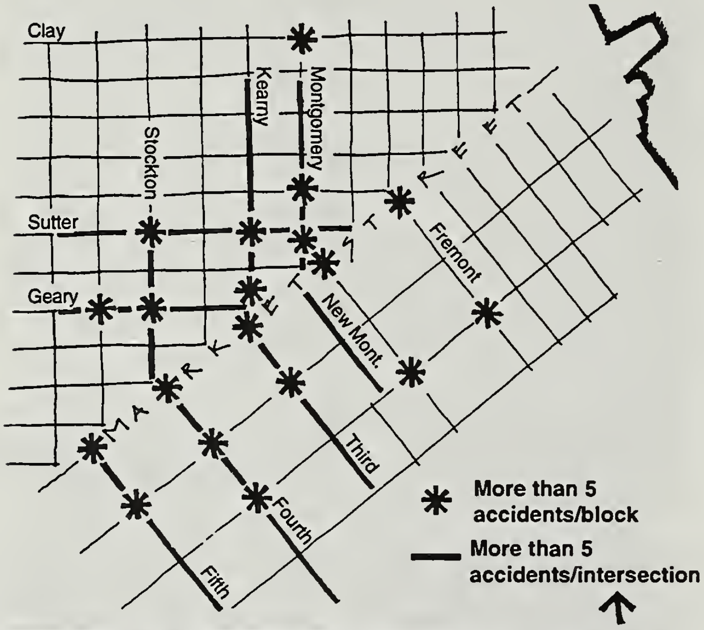
Pedestrian/Vehicle Accidents 1987-1992--Streets

Street	Problem(s)	Accidents
Fourth (Market/Mission)	Alleys	11
Third (Market/Mission)	Alleys	6
Montgomery (Post/Sutter)	Jaywalking	4
Mission (Fifth/Fourth)	Mid-block crossing	4
Fremont (Market/Mission)	Jaywalking	4
Sutter (Kearny/Grant)	Jaywalking	4
Kearny (at Maiden Lane)	Alley	3
Stockton (Geary/O'Farrell)	Jaywalking	3
Battery (Pine/California)	Jaywalking	3
Second (Mission/Howard)	Alleys	3
New Mont. (Market/Mission)	Alleys	3
Sutter (Stockton/Powell)	Jaywalking	3

Pedestrian/Vehicle Accidents 1987-1992--Intersections

Intersection	Problem(s)	Accidents
Fifth/Market	Boarding Islands/Turning	17
Fifth/Mission	Crossing Island/Turning	12
Market/Geary	Boarding Islands	12
Fourth/Market	Boarding Islands/Turning	9
Stockton/Sutter	Crossing Island/Turning	8
Kearny/Sutter	Turning	8
Fourth/Mission	Crossing Island	7
Powell/Geary	Crossing Island	6
Stockton/Geary	Crossing Island	6

Small, Non-Accessible Crossing Island



Pedestrian/Vehicle Accident Problem Areas

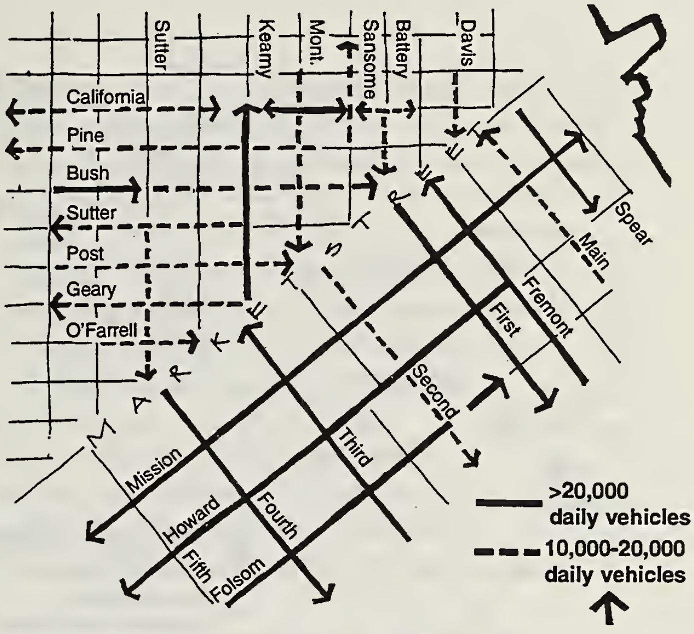
generator to another (such as the two Macy's stores with mid-block entrances on either side of Stockton Street).

Intersection/Crosswalk accidents are often the result of right turn on red vehicular movements. Of the many intersections identified by the Senior Action Network (a group of senior citizen activists) as among the most dangerous in the city, downtown area intersections were most often cited for right turn movement problems. Particular problems are evident at Geary/Stockton, Fourth/Folsom, and Fifth and Market.

The Market Street intersections are noteworthy too in that they have pedestrian waiting islands that are within the flow of traffic. These islands, whether for transit or to facilitate vehicular movements are inherently dangerous. Often the traffic signals for vehicular and pedestrian movements are not clear, and the islands themselves far too small. High accident rates at Sutter/Stockton and the Union Square corners are attributable to the special traffic lanes and crossing islands installed for the parking garages.

Unfortunately, many of the most congested pedestrian streets downtown are also the streets with the highest traffic volumes. As such, there is an inherent conflict between the needs of the pedestrians and those of the vehicular traffic. Many of the solutions to reduce pedestrian congestion increase congestion for vehicles and vice versa. Sidewalk widening gives more space to pedestrians, but reduces vehicular space. On the other hand, while peak tow-away lanes are an efficient way to move cars, they are inherently dangerous for pedestrians. Montgomery, for example, carries significant traffic volumes with peak tow-away lane. Streets with similar problems include Kearny, Stockton, and Fourth.

On preliminary analysis, one might assume that significant traffic volumes might deter pedestrian usage. However, a closer analysis reveals that pedestrian usage is most heavily influenced by the adjacent land uses, regardless of traffic volume. Traffic volume is a pedestrian-influencing variable only on streets without pedestrian-serving uses such as Folsom and Howard. Although there is an obvious conflict between automobiles and pedestrians for street space, within this conflict lies an inherent paradox. Automobile traffic lends a certain amount of "bustle" to a street that creates an urban atmosphere. Streets with low traffic volumes often seem less inviting to pedestrians because the activity level appears low. Nonetheless, as the accident statistics reveal, traffic and pedestrians are not an ideal mix.



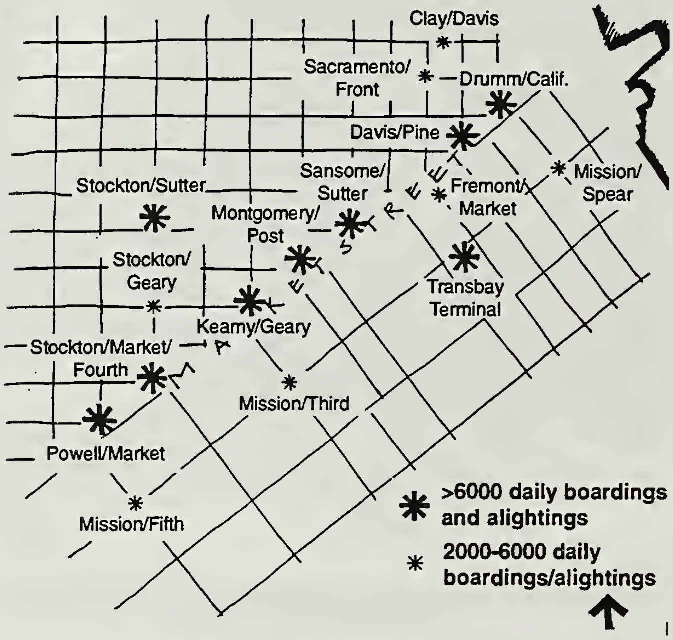
Downtown Traffic Volumes

Available sidewalk space is also severely affected by the number of obstructions located there. On downtown sidewalks, obstructions are numerous and include newsracks, signposts, planters, fire hydrants, canopy poles, vendors (both legal and illegal), newsstands, and flowerstands. Some of the obstructions, such as the newsracks, are extreme problems as they are placed everywhere without regard for pedestrian safety. Others, such as the flowerstands and planters are quite positive amenities when sited well.

It is no coincidence that many of the worst obstructions are located on streets with the highest pedestrian volumes. Commercial enterprises such as newsracks, newsstands, flowerstands, and vendors are placed where the customers are, not on streets without pedestrians. The result is that pedestrian space is sacrificed and pedestrian conditions worsened. An excellent example of this problem is Montgomery Street. It has high pedestrian volumes, a number of newsstands, planters, and narrow sidewalks.

Field observations indicated that the elements themselves are not always the problem, it is their location that is the key variable. The solution is to either remove the obstructions, place them away from congested areas, or create more sidewalk space to accommodate the pedestrians and the sidewalk elements.

Similarly, reoccuring groups of stopped pedestrians are often as much of an obstacle to pedestrian through traffic as permanent physical obstacles. This situation has been observed at many transit stops downtown, especially on Kearny and Geary streets. Notwithstanding the bus stop amenities, the queuing space for the transit users should be conceptualized and designed similarly to any permanent physical element.



Significant Downtown Transit Hubs

Transit volumes significantly impact pedestrian volumes since walking is the transfer mode between transit vehicles and final destinations, and the sidewalks are the loading area for surface transit. The correlation between high transit usage and high pedestrian volume is logical in that the transit is serving the important destinations. Destinations such as Stockton and Powell would have high pedestrian volumes even without the transit presence. Nonetheless, the correspondence between transit and pedestrian usage patterns causes significant congestion problems. This congestion is most visible on north-south streets such as Montgomery on which the patterns of the morning and evening pedestrian peaks are predominately influenced by the transit hubs on Market, and at significant loading points such as Kearny at Geary, Stockton at Sutter and at Geary, Fourth at Market, and Geary at Stockton.

Street Image

A street image analysis is an exercise in understanding the city, both physically and perceptually. This process is a primary organizing principle for both the analysis phase and the subsequent design plan, and is based on the idea that streets can be understood ("imaged") based on usage, physical characteristics, and symbolic importance.

Prior to the design charrette held in September, the planning committee developed a typology framework consisting of *symbolic* and *functional* streets. *Symbolic* streets are streets that have an imageable symbolic importance for the city, while the *functional* streets are those that are imageable as having an important functional role. The definitions are intentionally broad and somewhat vague. The symbolic streets have functional roles as well. Indeed, all streets downtown have functional responsibilities. The distinction is in the defining components of the image that people have of a particular street.. This form of typological analysis yields important conclusions about how people perceive and understand the entire downtown street system. In and of itself this information is useful because it indicates street significance, an element that is often translated into usage patterns.

When thinking about symbolic streets downtown, Market Street is the most prominent. Indeed, Market Street merits its own category--*Civic Street*--given its importance to the city as a whole. Market Street is the natural defining street downtown. It divides the two street grid systems, is significantly larger in scale than all other streets, rises uphill to the west, and is marked at either end by significant landmarks: the Ferry Building to the east and Twin Peaks to the west. It is also the primary parade/demonstration route for the City (and the entire Bay Area), the central transit street downtown, and it is historically significant (highlighted by the historic street car line nearing completion). Market Street also creates problems in the downtown district as a barrier dividing the north from the south. There are numerous connection conflicts created by the bridging of the two street grid systems at Market Street. These connections need to be made more clear for pedestrians in order to more adequately serve the emerging south of Market district.

Of similar *Civic* importance are Van Ness Avenue and the Embarcadero. Van Ness as the premier north-south street in the City, and The Embarcadero as the definer of the City's Bay edge. As it is improved, The Embarcadero will become an even more prominent *Civic Street.*

During the AIA charrette, the category of symbolic streets fostered a great deal of discussion. Indeed, the group wrestled with the typology quite frequently during this time. One of the fundamental difficulties was trying to define what was imageable about specific streets. Considerable confusion ensued since many street images are tied to automobile traffic; for example, the Third/Fourth and Fremont/First couplets. While not derived from a pedestrian perspective, such observations are valid in that they do begin to explain an understanding of a street on a larger scale. However, a pedestrian understanding would yield a much different perception. For example, traffic couplets are meaningless for pedestrians except for the fact that the couplets tend to create higher speed through traffic.

■Symbolic Streets:

California Street: The premier business address street in the Financial district. It also has Cable Cars, tourists, and a dramatic view to Nob Hill.

Grant Avenue: Once a prominent shopping street that has great potential to reemerge given its wide sidewalks, low traffic volumes, and connection to Chinatown and Yerba Center. Grant has significant views to the north of the Chinatown gate and to the south of the YBC Marriott.

Maiden Lane: The primary symbolic alley. Its location, view to Union Square, and general recognition all contribute to its prominence.

Mission Street: An historically significant link for the city that is also symbolic of an important neighborhood/community (for which Mission Street downtown is an important transit link). It has an important economic role due to the large number of small businesses, it establishes an important view connection from the Bay to Twin Peaks, and, functionally, it is more appealling for pedestrians than Howard or Folsom.

Montgomery Street: The "Wall Street of the West," Montgomery is the heart of the Financial District. It has high pedestrian volumes and is an important pedestrian connection to North Beach.

Powell Street: The primary tourist street in the downtown area, it has Cable Cars and an important connection to Nob Hill. At Market, there is a significant transit and retail hub, as well as the City's only Tourist Information Center.

Third Street: An important symbolic link to the Hunter's Point/Bayview neighborhood. It has a nascent cultural hub at the Yerba Buena Center and is, functionally, an important in-bound traffic and transit street.

While highlighting these symbolic streets, the charrette group also discussed a number of other *functional* streets in the downtown area in an attempt to isolate the defining characteristics of each.

■Functional Streets:

Beale: Two major private open spaces and extensive street amenties. Could become very important now that traffic volumes are low since the freeway ramp is gone.

Bush Street: A prominent business address and east-west connection street.

Clay Street: An example of how to kill a pedestrian street--a blank wall on street level with uses on the upper levels.

Commercial Street: The "California Street of Alleys." It has high visibility (with both Financial district people and tourists), a view to the Ferry Building, and it is an exclusively pedestrian street in the Embarcadero Center.

Eddy/Turk/Ellis Streets: Iimportant links to the Tenderloin for which both security and character are important issues. The streets west of Mason are often seen as a de facto wall as opposed to connections.

Ecker, Trinity, Belden, and Claude Alleys: Functional alleys that are shortcuts and popular lunchtime destinations, especially Belden which is the center of a small historic district.

First/Fremont Streets: Transit connection streets.

Folsom/Howard Streets: Wide, vehicular streets.

Fourth: An important outbound transit street and connection to YBC. There is a significant amount of elderly people and other residents from the TODCO housing in the area.

Front/Davis/Drumm/Battery/Pine Streets: Mostly indistinguishable Financial District streets, although Front has more identity due to its historic district and the sidewalk sitting area near California.

Geary Street: An important east-west connection for the city (an automobile perspective). The image of Geary Street downtown is strongly influenced by this role, even for pedestrians. It is a major transit street serving the Richmond and points west, a reflection of its east-west importance. It is also a street with significant microclimate concerns--there is often a strong wind from the west. Near Mason, Geary is SF's theater district. It commands an expansive view west through the Tenderloin and to the east it terminates at the Sheraton Palace, a notable landmark.

Hawthorne Street: A collector street for autos.

Kearny Street: The edge between the Financial and Union Square Districts. Its west side is small scale retail, while the east has a number of office buildings. Functionally, it is a lunch-time destination, an important transit street, and a significant vehicular connection from Third Street to the north. Kearny is often sunny and has a prominent view of coit Tower to the north.

Mason Street: The hotel district.

Minna: Functional for both pedestrians and south of Market truck access. It has an axial view of the Transbay Terminal to the east and YBC to the west.

New Montgomery Street: A short street with a nice historic character. It is also a vehicular shortcut street.

O'Farrell Street: Its primary identifying element is its axial view to St. Mary's Cathedral to the west.

Post Street: High-end retail of the type that used to be on Grant and Sutter.

Sacramento Street: It has a very narrow right-of-way with a number osf street trees which give the street a nice feel. The sidewalks are often too narrow, though, and the Embarcadero Center draws pedestrians off the street.

Sansome Street: A collector street with prominent uses and open spaces near Market.

Second Street: An historic area with a mix of smaller-scale historic buildings, retail uses, and new office developments.

Steuart Street: An emerging pedestrian activity street with a number of prominent restaurants popular with district workers and tourists. With Rincon Center and Hills Brothers Plaza, Steuart is also an area of residential gentrification.

Stevenson/Jessie Streets: South of Market service alleys with occasional pedestrian-serving uses.

Stockton Street: The major shopping street downtown--Macy's, etc. The Stockton tunnel is a prominent feature and tends to discourage pedestrian use of Stockton as a connection north.

Sutter: At one time Sutter was a prominent shopping street. Now it has a number of hotels, art galleries, and medical offices.

A mapping the results of this image survey during the charrette yielded Market Street and the Embarcadero designated as *Civic Streets*, Grant, Mission, Montgomery, Post, Powell, and Third designated as *Symbolic Street,* and Fremont, First, Fourth, Geary, Kearny, Sacramento, Sansome, Second, and Stockton designated as primary *Functional Streets*. This initial categorization elicited a great deal of debate during the charrette as some participants questioned the validity of the typology. Are not all streets functional? Are not the *Symbolic* and *Civic* streets functional too? Additionally, distinguishing which streets are functionally important for pedestrians from those important for other modes was difficult. Yet, certain streets remain either symbolically or functionally more important than others, or, at the very least, more imageable than others. Certain streets are "memorable" and certain streets have significant pedestrian functions (both existing and anticipated).

Pedestrian Street Evaluation Matrix

In order to filter and rank the streets within the downtown system, an evaluation matrix was developed. The variables in this matrix represent a range of factors that contribute to making a street a pedestrian "destination." The objective of the matrix is to provide a basis for assessing the relative importance of the streets from a pedestrian perspective. Of course, the matrix is not entirely objective. Not all of the factors are evenly weighted, and the results are subject to the interpretion of the evaluator. For example, which is more important, microclimate or pedestrian-oriented land uses? The usefulness of the matrix is that it provides a snapshot of street potential based on a number of important factors. Thus, the matrix facilitated the development of a refined typology of *civic*, *symbolic*, and *functional* streets.

The matrix highlights certain streets such as Powell, Stockton, Grant, Post, Kearny, Montgomery, California, and Mission as especially significant for the pedestrian network, while streets such as Eddy, Ellis, Battery, Folsom, Fifth, and Spear are less important. In so doing, the evaluation clarifies the implied hierarchy in the collective perception of the downtown pedestrian street system. In other words, why are some streets more popular for pedestrians than others? The matrix also indicates which streets might have more potential as pedestrian-oriented streets. The resulting understanding of the streets based on pedestrian potential serves as a starting point for the development of a useful typology framework for the street design phase.

The factors considered in the matrix are:

Pedestrian Volume: The level of pedestrian flows on the street (low, medium, high), either existing or anticipated.
Significant Pedestrian Destinations: Significant pedestrian generators along the street, whether office, retail, transit, hotel, or housing.
Significant Citywide Services: Pedestrian generators that draw from a citywide constituency such as the Embarcadero Center, Macy's, and Union Square.
Important Connection Street: A street whcih connects significant pedestrian generators.
Historical Significance: Is the street part of an historic district or are there important historic buildings or other landmarks along it?
Citywide Symbolism: A street with an important symbolic image.
Significant Views: Views along the street to important destinationsand landmarks.
Significant Transit: Major bus stops, Muni/BART stations, and transit terminals.
Pedestrian-Oriented Land Uses: Uses with pedestrian entrances on the street.
Tourist Facilities/Destinations: Functions that are oriented to tourists such as the Convention Center, the cable cars, and the Tourist Information Center.
Significant Open Space: Major open spaces such as Union Square and primary private open spaces such as 101 California.
Generous Pedestrian Space: Sufficient sidewalk space for the level of pedestrian volume on the street.

Analysis

	Pedestrian Volume	Sign. Pedestrian Destinations	Significant Citywide Services	Important Connection Street	Historical Significance	Citywide Symbolism	Significant Views	Significant Transit	Ped-Oriented Land Uses	Tourist Facilities/Destinations	Significant Open Space	Generous Pedestrian Space	Favorable Microclimate	Vehicular Volume
Mason	l	+							+	+		-		l
Powell	h	+	+	+	+	+	+	+	+	+	+	-	+	l
Stockton	h	+	+	+	+	+		+	+	+	+	-		m
Grant	m	+	+	+	+	+	+		+	+		+	+	l
Eddy	l								+					l
Ellis	l								+					m
O'Farrell	m	+		+			+	+	+	+		-		m
Geary	m	+	+	+		+		+	+	+	+	-	-	m
Post	m	+	+	+	+	+			+	+	+	+	-	m
Sutter	h	+	+					+	+	+		-	-	m
Kearny	h	+	+	+			+	+	+		+	-	+	h
Montg.	h	+	+	+	+	+	+		+		+	-	-	m
Sansome	m	+		+				+	+		+	+	+	l
Battery	l								+				+	m
Front	l	+	+	+	+				+	+		+	+	l
Davis	l	+	+	+					+					m
Drumm	m	+		+					+	+	+			l
Bush	m	+	+	+	+	+			+		+		-	m
Pine	m	+							+			-		m
California	m	+	+	+	+	+	+	+	+	+	+	+	+	m
Sacto.	m	+	+					+	+		+	-		l
Clay	l	+							+		+			l
Mission	m	+	+	+	+	+	+	+	+	+	+	-	+	h
Howard	l	+							+					h
Folsom	l						+		+		+			h
Fifth	m	+			+			+	+	+		-		m
Fourth	m	+	+	+				+	+	+	+	-		h
Third	m	+	+	+		+		+	+	+	+	-		h
Nw Mont.	l	+		+	+				+					l
Second	m	+		+	+				+					m
First	m	+	+	+				+	+				+	h
Fremont	m	+	+	+				+	+		+			h
Beale	l	+		+				+	+		+	+		l
Main	l	+							+			+	+	m
Spear	l	+							+			+		h
Steuart	m	+	+	+	+				+	+	+	+		l

A similar evaluation matrix was prepared for the alleyways. As with the street matrix, the alley analysis confirmed that certain alleys such as Maiden Lane have more potential for pedestrian development. The alley matrix also suggests an typology of destination, walkthough/connection, and service alleys that can be filtered for each alley based on its matrix evaluation.

	Pedestrian Volume	Sign. Pedestrian Destinations	Important Connection Street	Historical Significance	Citywide Symbolism	Significant Views	Significant Transit	Ped-Oriented Land Uses	Tourist Facilities/Destinations	Significant Open Space	Favorable Microclimate	Pedestrian-Scaled Buildings	Service Alley Functions	Vehicular Volume
Belden	h	+		+	+			+	+		+	+		l
Campton	l	+						+	+	+		+	-	l
Claude	m	+						+	+		+	+		l
Comml.	m	+	+			+		+	+	+	+	+		m
Harlan	l												-	l
Leides.	m	+	+	+				+		+			-	m
Maiden	h	+	+	+	+	+		+	+	+	+	+		l
Mark	l												-	l
St. Geor.	l									+	+	+	-	l
Tillman	m	+		+				+		+	+	+		l
A. Bierce	l												-	l
Annie	m			+				+		+	+	+		l
Ecker	h	+	+				+	+		+	+	+		l
Jessie	l											+	-	m
Minna	l	+	+	+		+	+	+	+	+	+	+	-	m
Natoma	l	+		+				+		+	+	+	-	m
Shaw	l		+									+		l
Steven.	m	+						+			+		-	m

The Downtown Pedestrian Streetscape Urban Design Plan aims to provide a safer and more pleasant pedestrian streetscape and to promote walking within the downtown area. The fundamental assumption of the plan is that all downtown streets are inherently pedestrian-oriented.

The plan is organized into three sections:

■**The Comprehensive Plan:** An overall plan for the entire downtown which outlines the street typology design framework, details the district-wide image, creates district-wide connections, and relates the downtown to surrounding districts.

■**Sub-Area Plans:** Union Square, Financial District, South of Market, and Alleyways. Each of these plans outlines the specific design ideas for the sub-district streets and connects these design ideas to the downtown typology.

■**Standards and Guidelines:** A compendium of the streetscape element design recommendations of this comprehensive plan. Arranged by element, these standards and guidelines translate the design objectives into policies.

Plan Objectives

The designs in the Downtown Streetscape Plan are based on six primary objectives:

■**Improve Pedestrian Safety:** Pedestrian safety is of paramount importance. Wherever possible, the Plan aims to resolve the safety problems identified in the analysis phase. The Plan achieves this objective by highlighting a series of pedestrian-oriented streetscape policies for downtown, developing minimum standards for sidewalks and crosswalks, reducing pedestrian obstructions, outlining specific crosswalk and traffic movement changes, and by advocating selected sidewalk widenings, street closures, and crosswalk improvements.

■**Promote Accessibility:** Reducing obstructions and implementing improvements to sidewalks with poor levels of service will improve the conditions of the sidewalks downtown and enhance their accessibility for all users.

■**Create Aesthetic Streetscapes:** The plan outlines a comprehensive design vision for the downtown streetscape. The design elements such as street trees, sidewalk treatments, and street furniture will unify the streetscape, complement the unique character of the downtown, and make the sidewalk a more attractive and pleasant place for pedestrians.

■**Ensure Pedestrian Comfort:** With more sidewalk space, trees, and places to sit, the streetscape environment will be both more pleasant and comfortable for all users.

■**Encourage Walking as a Primary Mode:** By improving the safety, accessibility, and aesthetics of the sidewalk environment, the plan will reinforce walking as the primary mode downtown. With the addition of new pedestrian-oriented street signage and a concentration on improving important streets, walking will become a viable alternative for many more trips, especially by visitors.

■**Create More Open Space:** The Downtown Pedestrian System will be a valuable addition to the existing Downtown Open Space Network. It will include "snippets" of open space within the existing streetscape, destination alley street closures, and enhanced connections between existing open spaces throughout the downtown district.

Street Typology

The typology of streets that the synthesis of the analysis phase yielded is the fundamental organizing principle of the design plan. This framework facilitates a design process within which streets can be differentiated from each other while also being coordinated with the overall design goals for the downtown. By creating clear distinctions between different pedestrian streets, the street typology will reinforce an understanding of the downtown street system based on usage, function, city pattern, and symbolic significance. The typology draws from existing conditions and anticipated changes, but is deliberately fluid to accomodate unanticipated future developments.

The typology aims to add to the distinctive "sense of place" of the downtown as a whole, as well as within the sub-districts through its development of appropriate streetscape designs that highlight the existing city pattern and image. In so doing, it will create a more memorable streetscape for residents and visitors alike, thereby improving pedestrian orientation and facilitiating pedestrian movement. The street typology system is also a useful tool for facilitating the design solutions outlined in this plan while also creating a downtown environment that clearly indicates to pedestrians which streets are important connections and destinations. In particular, the typology establishes a design matrix for streetscape elements that concentrates street furniture on streets with sufficient sidewalk space. As a result, street furniture is designated for appropriate locations.

The design framework is constructed as a progressive hierarchy with *Base Case Streets* representing the bottom rung and *Civic Streets* the top. The *Base Case* establishes the *minimum for all pedestrian streetscapes downtown*; The next level, *Second Level Streets*, are primary pedestrian connections and incorporate the Base Case with additional treatments. The third level, *Special Streets*, are focal point, destination streets and incorporate the lower two categories of improvements as well as more distinctive, specially-designed improvements. The top level, *Civic Streets*, is reserved for the most important streets, Market and The Embarcadero, both of which merit a distinctive urban design focus.

Stockton Street Scene

At the top of the hierarchy, Market Street and The Embarcadero are the most symbolic streets in San Francisco. Since both Market Street and The Embarcadero have been the focus of their own design plans and street improvement projects, improvements for these streets are outside of the scope of this study. The extensive streetscape improvements on both Market Street and The Embarcadero complement the design ideas in this Plan. Their wide pedestrian right-of-ways facilitate the placement of street furniture such as sidewalk toilets that might not otherwise be accomodated on smaller sidewalks elsewhere downtown. Since Market Street is the central spine for much of the downtown, these street furniture placements are especially important complement to the street furniture placements outlined here. This plan will reinforce the importance of these streets by ensuring that their streetscape designs remain the most prominent and unique in the city. Moreover, Market Street will also be enhanced through the development of links from both the south and north.

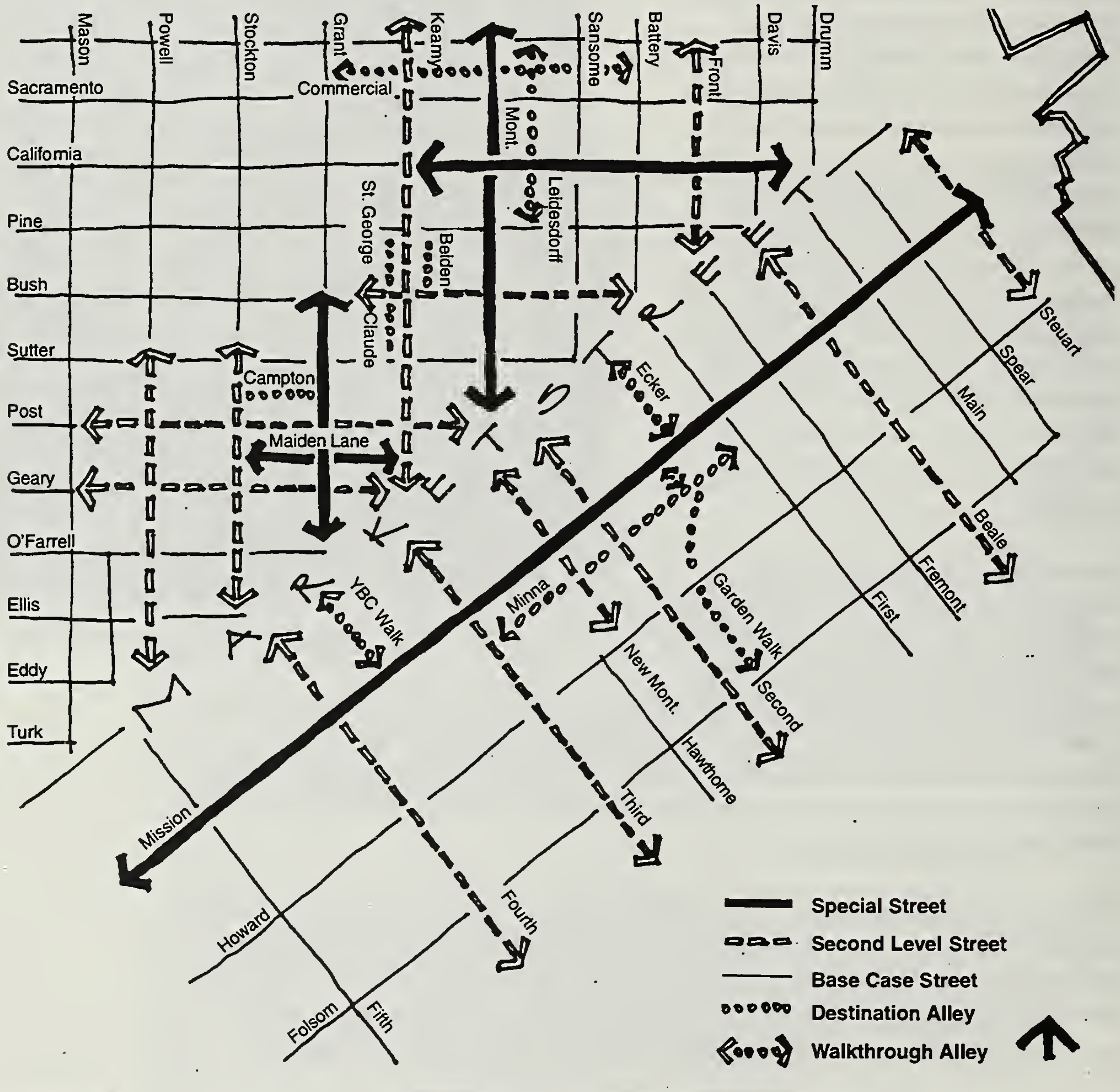
At least one street in each sub-district is designated as a *Special Street*. These streets will be focal point, destination streets for the sub-districts thereby setting the tone and definition for the sub-district as a whole. The five *Special Streets*, California, Grant, Maiden Lane, Mission, and Montgomery, are noteworthy for their citywide symbolic recognition, streetscape environment, and pedestrian function, and each merits a unique design treatment. As a rule, they should be centers of pedestrian amenities and activities with design treatments that do not appear elsewhere.

The *Second Level Streets* are drawn from those that were characterized as functional and/or symbolic during the analysis phase. They are: Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Post, Powell, Second, Steuart, Stockton, and Third. These *Second Level* streets are designated as significant pedestrian paths between important destinations. Improvements are designed to facilitate through movement and to highlight destinations.

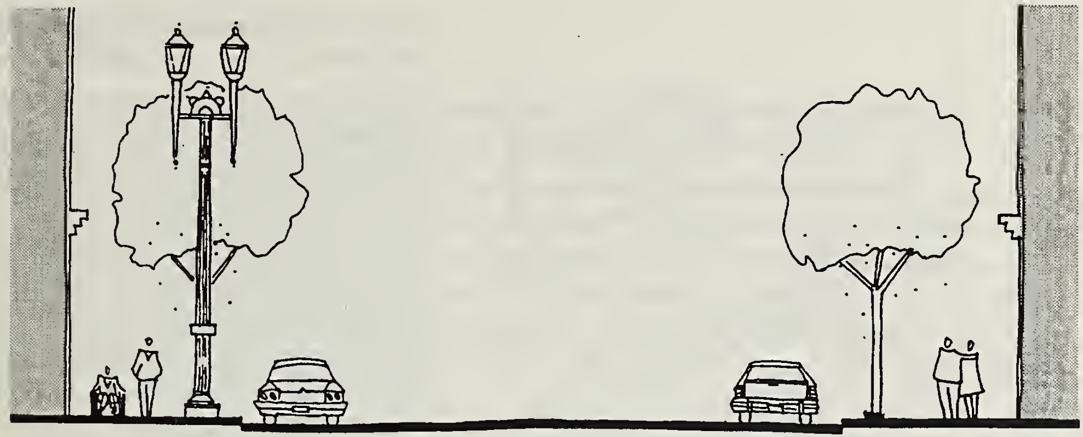
Design Plan

The *Base Case Streets* are all streets not designated as either *Symbolic* or *Second Level*. The focus on the *Base Case* streets is to create attractive, obstacle-free pedestrian environments that reinforce district identity.

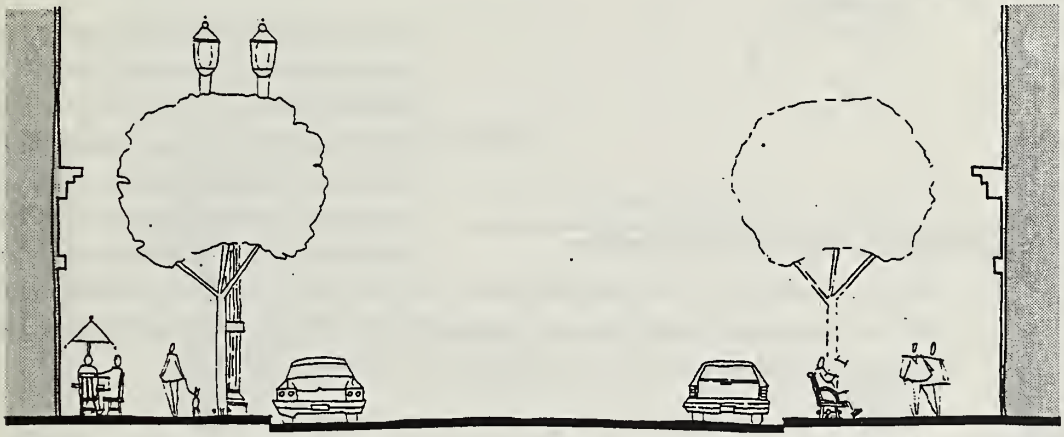
This typology is also applied to the alleyways. The *Base Case* establishes the minimum for a pedestrian connection, *Walkthrough*, alley: Annie, Commercial, Ecker, Jessie, Leidesdorff, Minna, Natoma, Shaw, Stevenson, and Trinity. The *Second Level* highlights more important, *Destination*, alleys: Belden, Claude, Commercial, Campton, and St. George. The *Special Street* signifies the most imageable of the alleys, Maiden Lane.



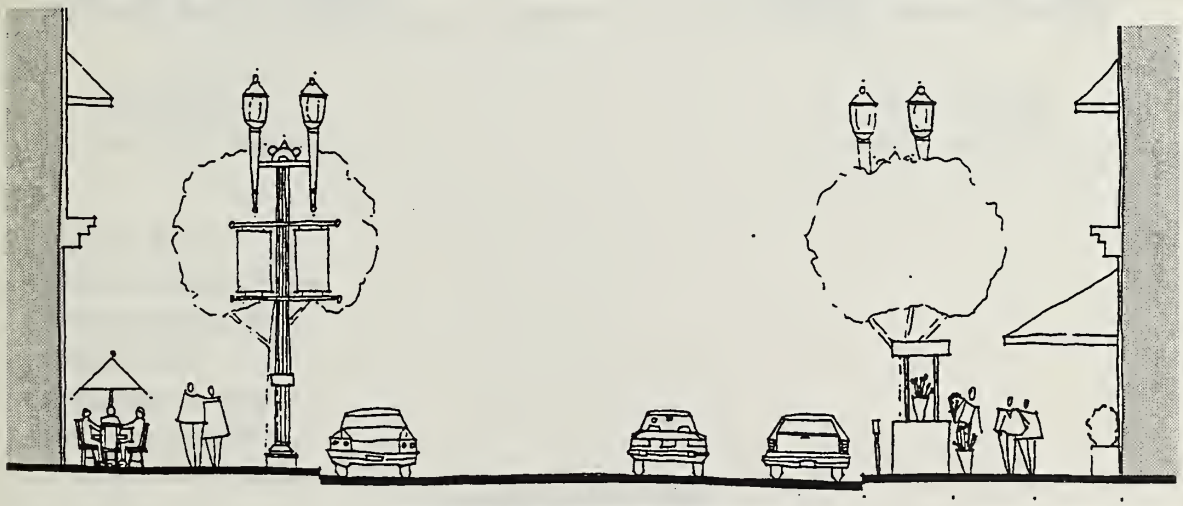
Street Typology Design Plan



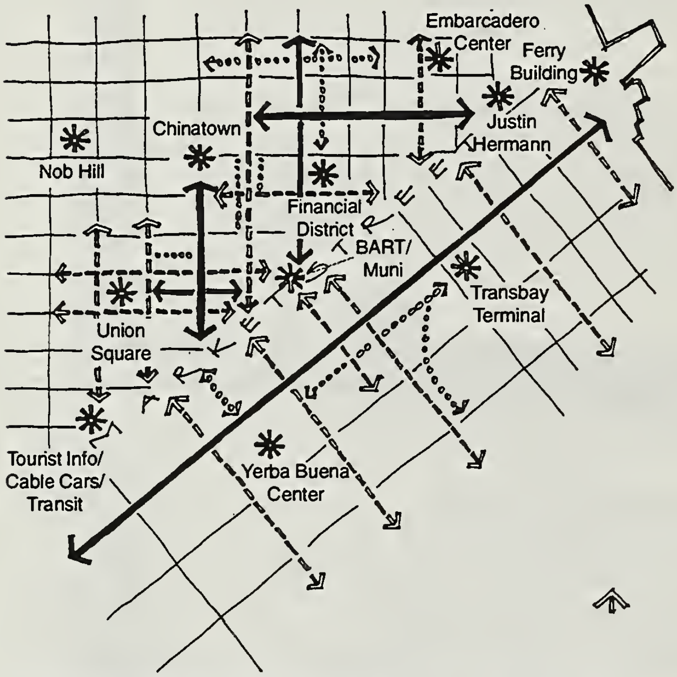
Typical Base Case Street



Typical Second Level Street



Typical Special Level Street



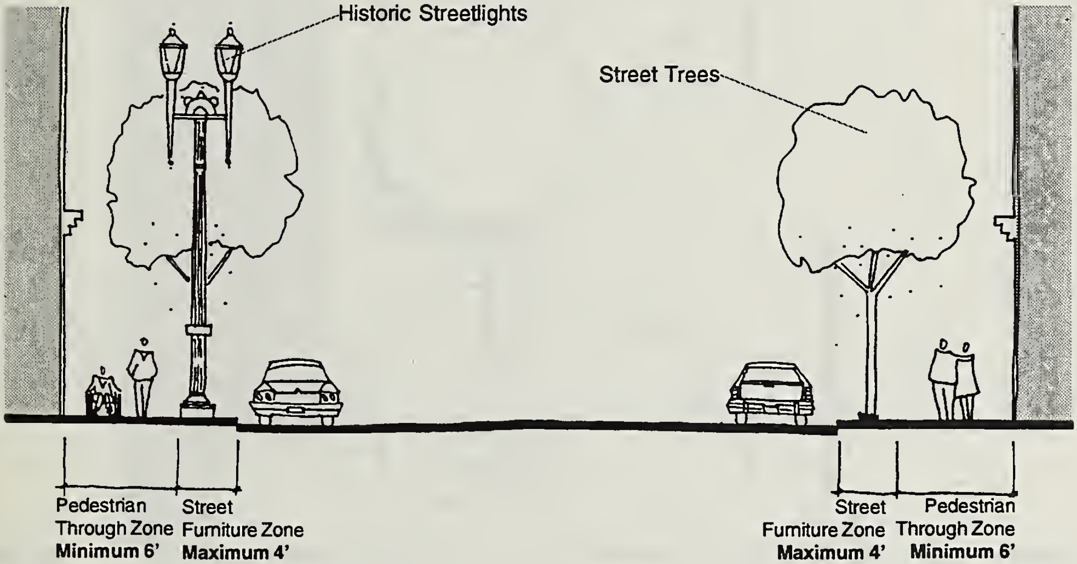
Design Plan and Signifcant Destinations

The resulting Downtown Pedestrian Network is a system of interrelated pedestrian routes. It is both a network of connections between destinations as well as a series of destinations in and of itself. The enhanced connections between significant nodes (both within and adjacent to downtown) reinforce these places as pedestrian destinations. For example, street improvements will highlight the visual connection between Chinatown and Yerba Buena Center on Grant Avenue, between North Beach/Telegraph Hill and Market Street on Kearny Street, and between Union Square and the Financial districts on Post.

Similarly, the Downtown Pedestrian Network complements the Downtown Open Space Network outlined in the Downtown Plan. Streetscape improvements such as trees and sitting areas integrate the sidewalks into the open space system as both connections and integral elements which increase open space resources. Areas with open space deficiencies as identified in the Downtown Plan will benefit from these streetscape improvements, particularly along Mission Street near Second Street, on Minna Street, and on the *Destination* alleys such as Claude and Belden.

Base Case Streets

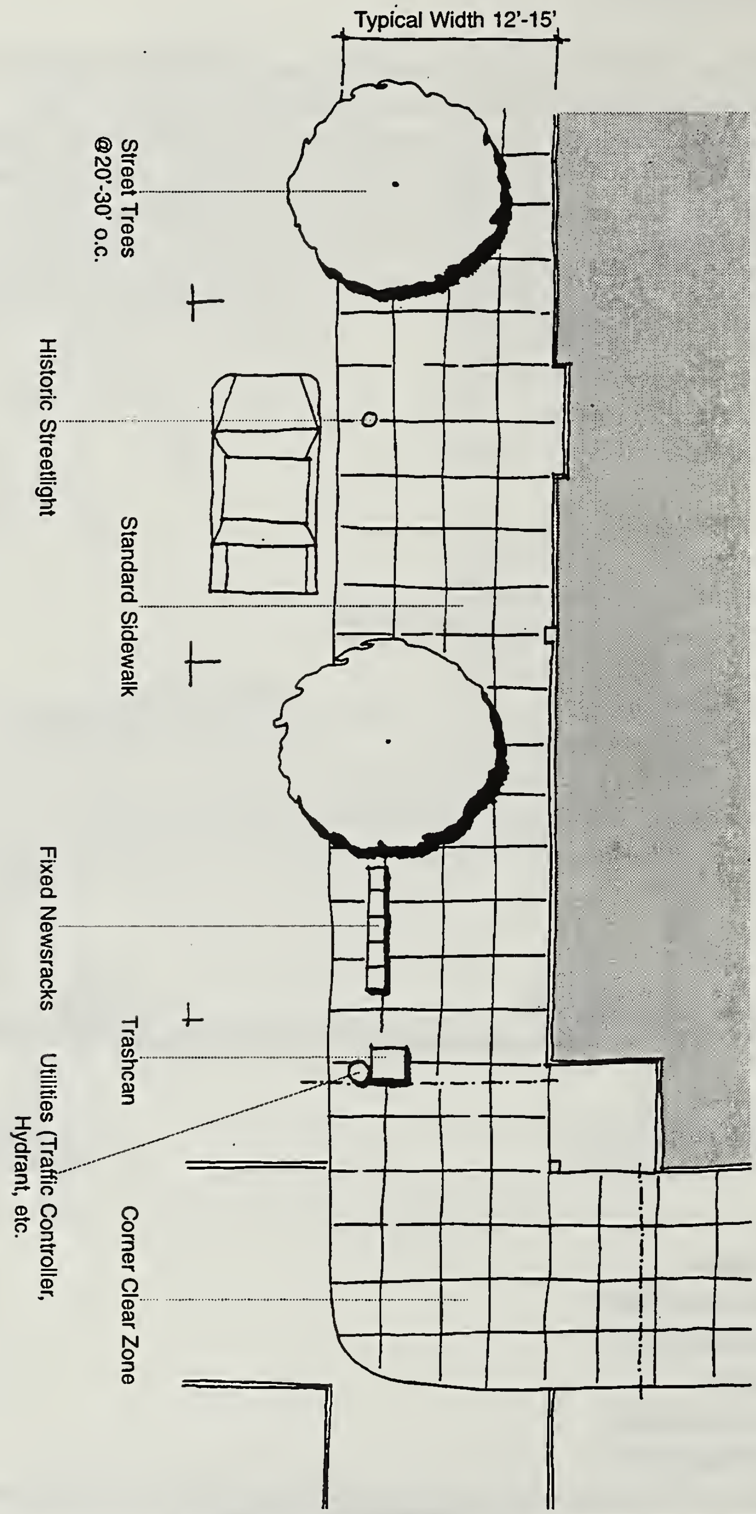
The *Base Case* designation establishes the minimum streetscape image for downtown that will ensure that all streets in the downtown area are safe and pleasant for pedestrians. The streetscape is designed to address the range of the general streetscape problems focusing on *safety, accessibility, aesthetics,* and *comfort*, and it represents a distinct improvement over the existing conditions. The standard *Base Case Street* design includes street trees, historic street lights, standard sidewalk paving, corner clear zones, fixed newsracks, and trashcans. The resulting streetscape is intended to be attractive, uncluttered, and befitting the importance of the street as part of the downtown urban fabric.


Historic Streetlights
Street Trees
Pedestrian Through Zone Minimum 6'
Street Furniture Zone Maximum 4'
Street Furniture Zone Maximum 4'
Pedestrian Through Zone Minimum 6'

- **Street Trees**
- **Historic Streetlights**
- **Fixed Newsracks**
- **Trashcans**
- **Standard Sidewalk**
- **Corner Clear Zone**

Typical Base Case Street

Design Plan

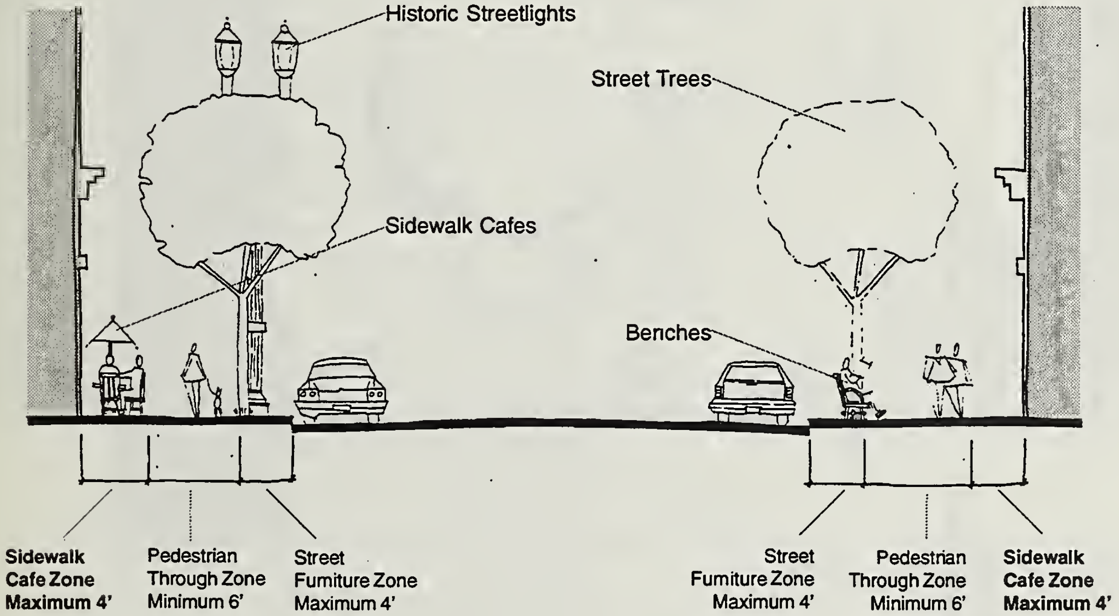


Typical Base Case Street Plan

Second Level Streets

The *Second Level Streets* are located throughout the downtown and have enhanced importance for a variety of symbolic and functional reasons. Their design will highlight these streets as pedestrian thoroughfares between significant destinations.

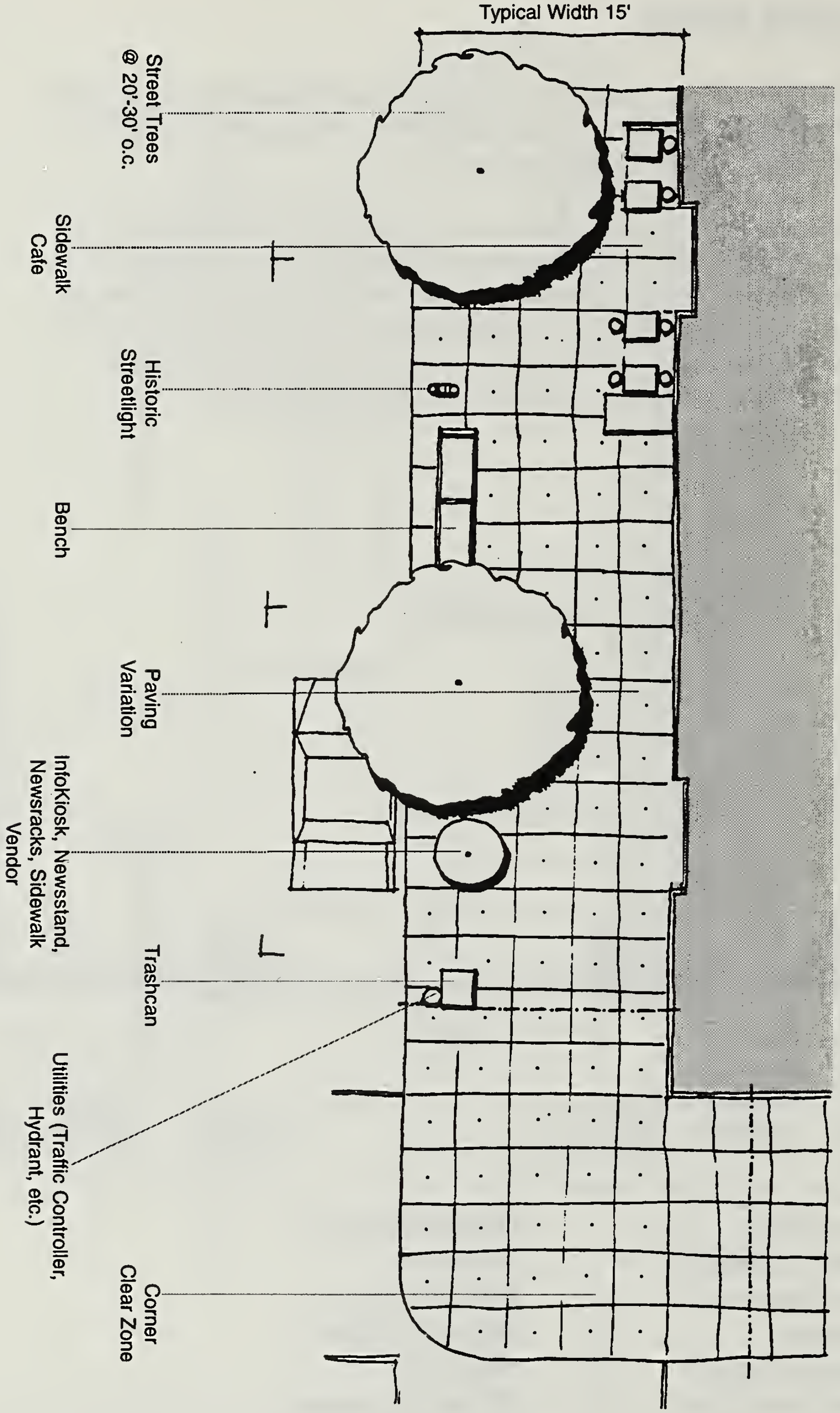
The *Second Level Streets* are Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Powell, Second, Steuart, Stockton, and Third. The standard *Second Level Street* design conveys the importance of these streets and encourages both through movement and stationary activities. Improvements include the Base Case features and additional elements such as benches, sidewalk activities, and additional paving treatments, and improvements such as banners on Powell, historical accents on Second, and corner bulbing on Kearny.


Historic Streetlights
Street Trees
Sidewalk Cafes
Benches
Sidewalk Cafe Zone Maximum 4'
Pedestrian Through Zone Minimum 6'
Street Furniture Zone Maximum 4'
Street Furniture Zone Maximum 4'
Pedestrian Through Zone Minimum 6'
Sidewalk Cafe Zone Maximum 4'

- ■Street Trees
- ■Historic Streetlights
- ■Fixed Newsracks
- ■Trashcans
- ■Standard Sidewalk
- ■Corner Clear Zone
- ■**Paving Variation**
- ■**Benches**
- ■**Bicycle Racks**
- ■**Sidewalk Cafes**
- ■**Kiosks**
- ■**Sidewalk Vendors**

Typical Second Level Street

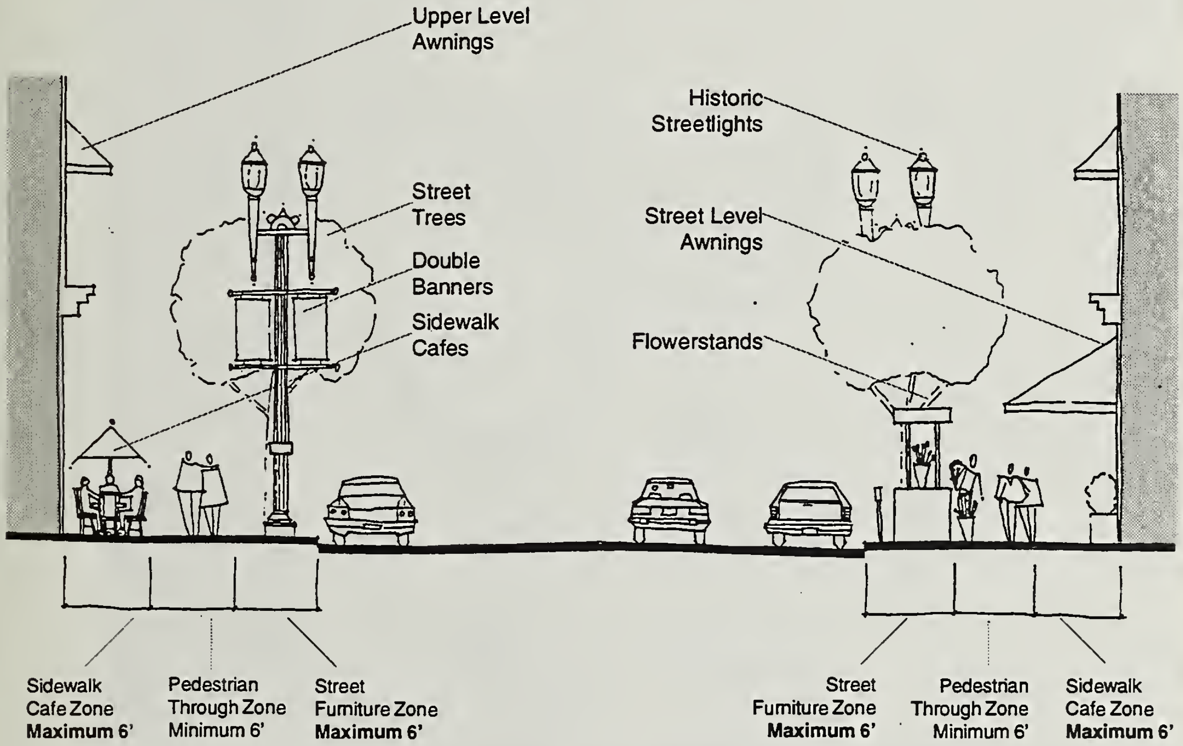
Design Plan


Typical Width 15'
Street Trees @ 20'-30' o.c.
Sidewalk Cafe
Historic Streetlight
Bench
Paving Variation
InfoKiosk, Newsstand, Newsracks, Sidewalk Vendor
Trashcan
Utilities (Traffic Controller, Hydrant, etc.)
Corner Clear Zone

Typical Second Level Street Plan

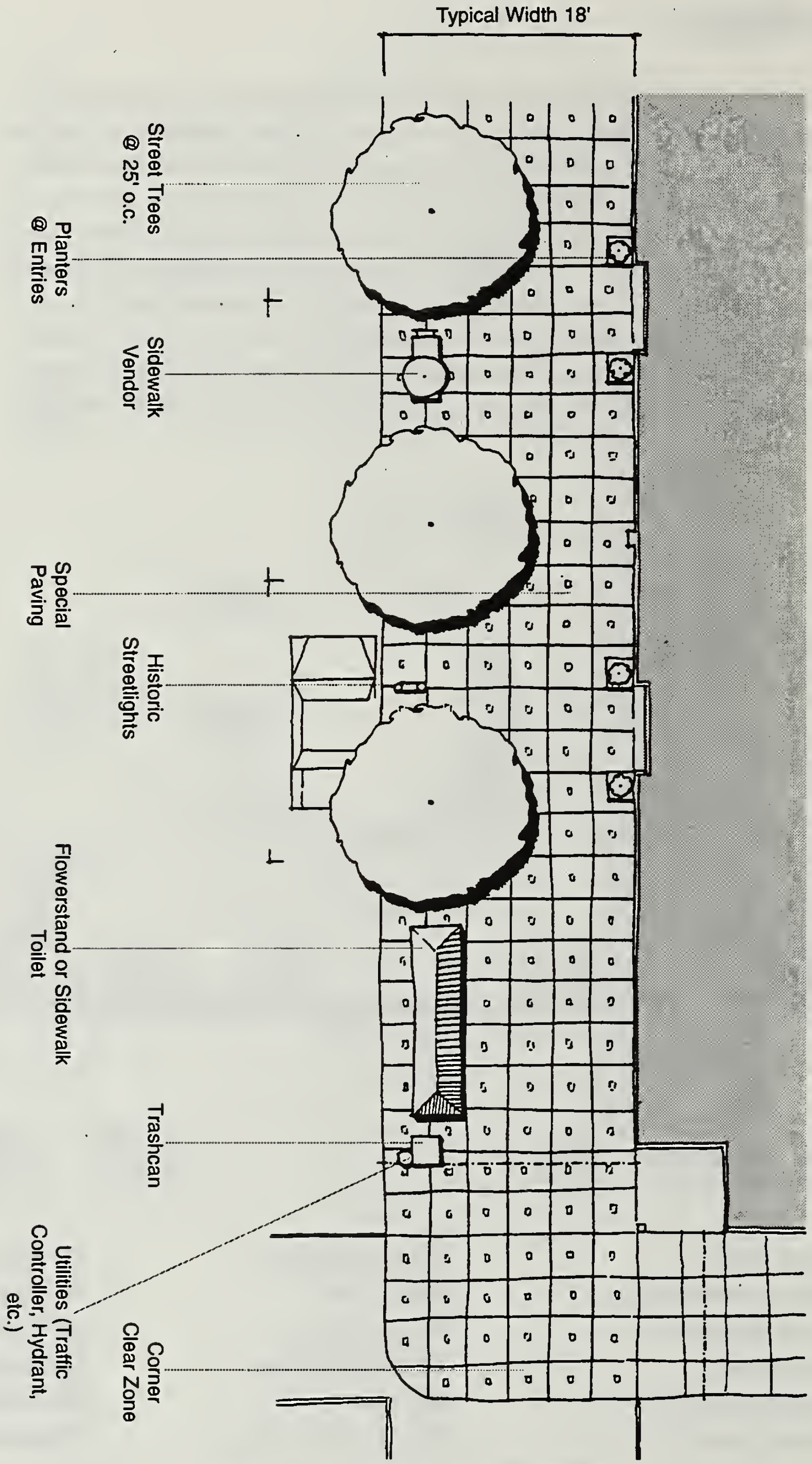
Special Streets

As a general rule, the *Special Streets* are considered destination streets and would have corresponding wide sidewalks and street furniture. California, Grant, Maiden Lane, Mission, and Montgomery all have memorable, symbolic images that are important within the downtown and for the city as a whole. The typical designs would include *Base Case* and *Second Level* improvements with additional elements such as unique paving treatments, flowerstands and other street furniture, and sidewalk widenings. However, since each street is distinctive, their designs should be distinctive too. Montgomery Street is a particular challenge since street furniture opportunites are limited due to the existing pedestrian congestion. Nonetheless, the importance of Montgomery as a pedestrian street should be recognized with some unique treatments such as decorative paving, public art, and, eventually, sidewalk widening.


Upper Level Awnings
Street Trees
Double Banners
Sidewalk Cafes
Historic Streetlights
Street Level Awnings
Flowerstands
Sidewalk Cafe Zone **Maximum 6'**
Pedestrian Through Zone Minimum 6'
Street Furniture Zone **Maximum 6'**
Street Furniture Zone **Maximum 6'**
Pedestrian Through Zone Minimum 6'
Sidewalk Cafe Zone **Maximum 6'**

- Street Trees
- Historic Street Lights
- Fixed Newsracks
- Trashcans
- Standard Sidewalk
- Corner Clear Zone
- Paving Variation
- Benches
- Bicycle Racks
- Sidewalk Cafes
- Kiosks
- Sidewalk Vendors
- **Unique Streetscape**
- **Sidewalk Toilets**
- **Special Paving**
- **Awnings**
- **Banners**
- **Flowerstands**

Typical Special Street Diagram



Typical Special Level Street Plan

Typology Matrix

	Base Case	*Second Level*	*Special Level*
ATM Machines	Building setbacks are recommended. Or on streets without high pedestrian volumes. Not permitted adjacent to bus stops.	Building setbacks are required. Not permitted adjacent to bus stops.	Building setbacks are required. Not permitted adjacent to bus stops.
Awnings	Permitted if attached to the buidling. Canopies attached to the sidewalk are prohibited.	Awnings and canopies are permitted. Signage is not permitted.	Awnings and canopies are encouraged. Signage is not permitted. Upper window awnings are encouraged except on historic buildings without precendents.
Banners	Only short-term, event banners or banners attached to buildings.	Encouraged on Powell, Post, in the YBC area, and on Alleys. Elsewhere, only short-term, event banners or banners attached to buildings.	All types are encouraged. On California, banners are limited to temporary installations or on buildings.
Benches	Not encouraged in the public right-of-way, but are encouraged in adjacent locations.	Strongly encouraged everywhere. Alternative seating areas such as window ledges and steps are also encouraged.	Strongly encouraged everywhere. Alternative seating areas such as window ledges and steps are also encouraged.
Bicycle Racks	Only permitted if placement does not cause the Level of Service to fall to D or below.	Encouraged if placement does not cause the Level of Service to fall to D or below.	Encouraged if placement does not cause the Level of Service to fall to D or below.
Bollards	Only decorative bollards are permitted.	Only decorative bollards are permitted.	Only decorative bollards are permitted.

Design Plan

	Base Case	*Second Level*	*Special Level*
Curb Cuts/ Driveways	Strongly discouraged on streets with significant pedestrian volumes.	Strongly discouraged	Not permitted
Flowerstands	Not encouraged.	Encouraged outside of the public right-of-way.	Strongly encouraged in all locations except Montgomery Street.
Kiosks	Not encouraged.	Encouraged except in congested locations on Kearny, Stockton, Powell, and Fourth.	Strongly encouraged except on Montgomery.
Newsracks	Pedestal mounts are required in the Union Sqare area and strongly encouraged elsewhere.	Pedestal mounts are required in the Union Square area and on Kearny, and are strongly encouraged elsewhere.	Pedestal mounts are required.
Public Art in the Right-of-Way	Permitted depending on pedestrian congestion.	Encouraged depending on pedestrian congestion.	Strongly encouraged. On Montgomery, sidewalk placement opportunities are extremely limited.
Planters	Permitted in the curb zone in areas without significant pedestrian congestion.	Permitted in the curb zone except in congested areas on Kearny, Stockton, Powell, and Fourth. Permitted in the building zone on Post.	Permitted in both the building and curb zones except on Montgomery.

	Base Case	Second Level	Special Level
Sidewalk Paving Treatments	Only standard downtown paving pattern is permitted. Dark grey concrete with silicate carbonate with a 3' score pattern.	Limited decorative elements and score patterns are permitted by block face.	Distinctive decorative patterns are encouraged by block face.
Sidewalk Cafes	Permitted on streets without significant pedestrian congestion. Encouraged on Ellis.	Strongly encouraged, except on streets with significant pedestrian congestion.	Strongly encouraged except on Montgomery.
Sidewalk Displays	Not encouraged.	Not permitted in congested areas on Keearny, Powell, Stockton, and Fourth.	Encouraged except on Montgomery.
Sidewalk Grade Changes	Permitted to satisfy ADA requirements.	Permitted to satisfy ADA requirements.	Permitted to satisfy ADA requirements.
Sidewalk Toilets	Not permitted.	Permitted at locations indicated in the design plan.	Encouraged except on Montgomery.
Street Artists	Permitted in the curb zone in areas without significant pedestrian congestion.	Not permitted in congested areas on Kearny and Fourth.	Strongly encouraged except on Montgomery.

	Base Case	Second Level	Special Level
Street Closures	Temporary , special event closures are permitted. Lunchtime closure is recommended for Sansome.	Temporary , special event closures are permitted. Lunchtime closures are recommended on Front and all Destination alleys.	Temporary, special event closures are encouraged. Lunchtime closures are encouraged.
Streetlights	Historic streetlights are encouraged everywhere.	Historic streetlights are required. Building uplighting and infill pedestrian-scale lighting is encouraged.	Historic streetlights are required. Building uplighting and infill pedestrian-scale lighting is encouraged.
Trashcans	Standard downtown design trashcan is required.	Standard downtown design trashcan is required.	Standard downtown design trashcan is required.
Trees	In-ground trees are required.	In-ground trees are required. Uplighting is strongly encouraged.	In-ground trees are required. Uplighting is strongly encouraged.
Vendors	Not encouraged.	Encouraged in areas without pedestrian congestion.	Strongly encouraged except on Montgomery.
Widenings	Permitted wherever the peak hour pedestrian LOS is C or below.	Recommended on all streets.	Recommended on all streets.

General Design Policies

There are a number of general design policies that will improve pedestrian conditions throughout the downtown area. These policies include general principles as well as specific suggestions.

■**Pedestrian Space Policies:**

•*Maintain a stong presumption against reducing pedestrian space or eliminating crosswalks to accomodate automobile traffic at the expense of pedestrians.*

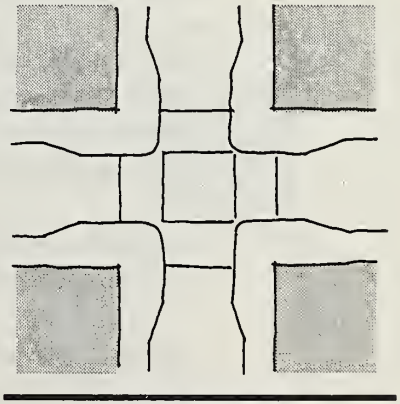
•*Curb tow-away lane approvals should consider pedestrian usage and level of service on fronting sidewalks.* Curb tow-away lanes are inherently dangerous for pedestrians and are strongly discouraged on any streets on which the peak hour pedestrian level of service is D or below.

Pedestrians and vehicular traffic compete for a limited amount of space downtown. Streets like Montgomery, Bush, and Sutter are all significant traffic streets that have high volumes of pedestrians too. Often improvements to help one mode detract from the other. Barnes Dance crosswalks and right turn on red bans make intersections safer for pedestrians, but can cause significant traffic congestion. Similarly, sidewalk widenings that create more pedestrian space, can inhibit traffic movements such as curb tow-away lanes. Indeed, this design plan does suggest a number of improvements that would hinder vehicular movement while improving the pedestrian environment. There is a recognition, though, that some of the pedestrian improvements suggested here are dramatic solutions within the continuum of street design ideas. They are offered as ideal case solutions for pedetrian needs although many of these pedestrian improvements might prove impossible due to vehicular traffic demands. As a result, probably *the most important design recommendation for the downtown is that future decisions about street space, both in this plan and beyond, should give equal consideration to pedestrian congestion.*

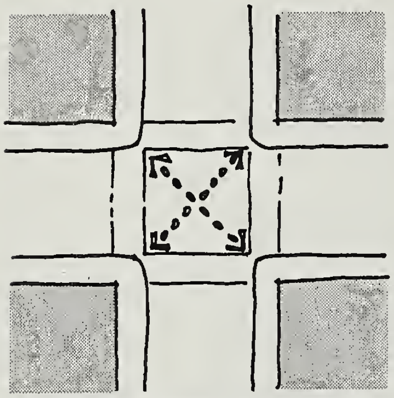
■**Corner and Crosswalk Policies:**

•*Ensure convenient and safe pedestrian crossings.* Widen sidewalks at corners where possible to provide more pedestrian queuing space and shorter crosswalk distances. Widen the crosswalk space at intersections with Pedestrian LOS D or below.

•*A ban on right turns during the red phase is strongly recommended for intersections with pedestrian-vehicle conflicts.* Pending study, other options might include peak-hour bans or bans at specific locations.



Corner Widening

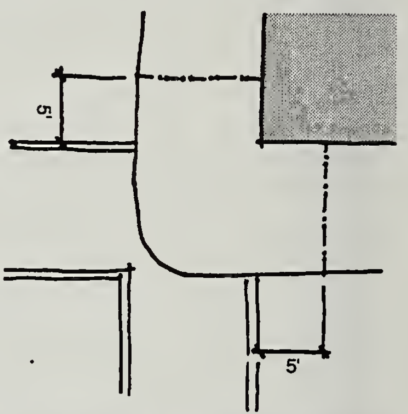


Barnes Dance Crosswalk

•*Pending study, a ban on right turns during the red phase or Barnes Dance signal timings are recommended on Fourth and Third at Mission, Howard, and Folsom, at the Union Square corners, on Kearny at Sutter and Bush, and on Sansome at Bush.* Barnes Dance crosswalk signal timing in which all four traffic directions are simultaneously stopped allowing all pedestrians to cross both diagonally and within the crosswalks should be continued on Montgomery Street.

•*The corner clear zone is the minimum amount of pedestrian queuing space at the corner and is required at every corner in the downtown area.* The clear zone extends a minimum of five feet (5') from the inside edge of the crosswalk and defines an area from the curb to the property line. Only items essential to vehicular and pedestrian safety and flow may remain within the clear zone. No other element may be placed within the clear zone including temporary elements.

Existing elements in the clear zone including traffic control devices, fire pull boxes, fire hydrants, and other permanent fixtures not required in the clear zone should be removed to locations outside of the clear zone when repair or replacement of those items is required and as funds become available. Other items such as newsracks and newsstands should be moved immediately.



Corner Clear Zone

■Sidewalk Obstacles:

•*Street signs on downtown sidewalks should be consolidated.* Streetsigns on Golden Triangle streetlights are strongly discouraged and should be relocated. Double post parking signs are hazardous obstructions and should be replaced with single post signs.

•*Single-head parking meters should be replaced with double-head meters.* Parking meter alternatives should be explored including parking stations on each block that would dispense short-term parking validations to be placed on car dashboards thereby eliminating the need for individual parking meters.

•*Sidewalk elevators should only be open when in use.* Advertising signage, whether temporary or permanent, attached to an open sidewalk elevator is prohibited.

•*No new sidewalk elevators, sub-sidewalk basements, or sub-sidewalk transformer vaults are permitted in the Downtown area.*

■Street Feature Policies:

•Preserve existing historic features such as streetlights and encourage the incorporation of such historic elements in all public and private streetscape projects.

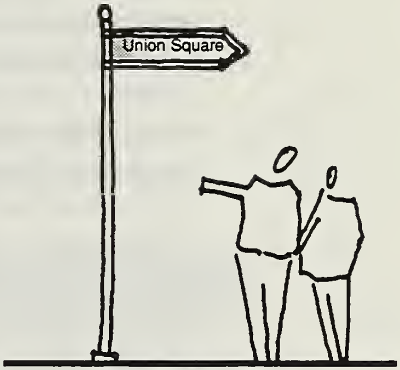
•Conserve and promote in-ground street trees for all downtown sidewalks.

•Preserve and promote pedestrian-oriented building frontages on all downtown streets including all walkthrough and destination alleys.

■Informational Signage:

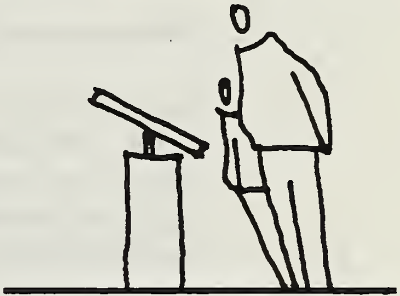
In order to improve pedestrian orientation and movement, a signage system is recommended fo the downtown area. This signage system would have six components:

•A series of *directional signs* placed at intersections and transit stops will indicate the locations of key destinations such as museums, open spaces, and districts. The directional signs might be coded with graphic symbols for major destinations and indicate proximity and direction.



Directional Signs

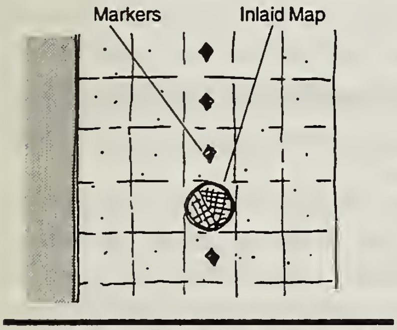
•*Informational plaques* at key destinations would provide historical and other noteworthy information while also facilitating self-guided tours of significant sites in the downtown.



Informational Plaque

•*Directional markers* placed in the sidewalk surface could be the basis for self-guided walking tours, as well as indicators of primary routes such as from the hotel district to Yerba Buena Center.

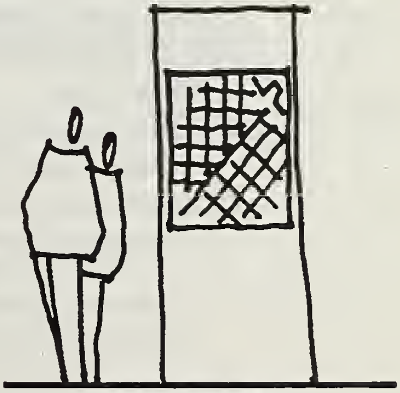
•*Maps*, either free-standing or in the ground, placed at key locations (especially transit stops) in the downtown area would help to orient visitors and highlight transit, open space, and other destinations.



Sidewalk Directional Markers

•*Decorative brass street labels* installed in the sidewalk at every corner downtown will clearly indicate street names to all pedestrians.

•Coordinated *banners* at alley destinations would highlight the alleys and visually connect them to the Downtown Pedestrian Network.



Sidewalk Map

■Building Setback Policies:

•*Arcades:* Due to San Francisco's mild climate and wind conditions, arcades are not always appropriate. Their primary use downtown should be to provide more sidewalk space, not as a protection against weather. Arcades might be appropriate on streets with pedestrian congestion problems such as Montgomery, Kearny, and Third. In order to facilitate pedestrian movement, arcades are required for developments on any portion of Stevenson, Jessie, Minna, Natoma, Tehama, and Clementina east of Third Street. Existing arcades should be respected; arcades should preferably be the entire block in length.

•*Window Setbacks:* Space to step out of the flow of pedestrian traffic to view window contents is encouraged downtown, especially on streets with significant pedestrian volumes.

•*Corner Setbacks:* Permit added pedestrian space at block corners for pedestrian queuing, often in lieu of added sidewalk space. These setbacks are encouraged.

•*ATM Machines:* Queuing for ATM machines can cause severe congestionon the sidewalk. ATM machines should be not be located adjacent to transit stops unless queuing space is provided outside of the public right-of-way. Elsewhere, ATM machines should be in building setbacks, where possible, or on *Base Case Streets* without significant pedestrian volumes. All locations require appropriately designed and placed trash receptacles.

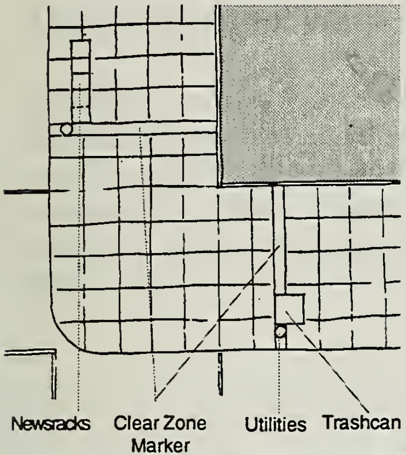
■Sunlight Access Policies:

The Downtown Plan mandates sunlight access for certain downtown sidewalks in the retail district. The mandated streets are Powell, Stockton, Grant, Kearny, Ellis (north side), O'Farrell (north side), Geary (north side), Post (north side), Sutter (north side), Bush (north side Kearny/Montgomery), Front (Sacramento/Clay), New Montgomery (east side), Second (east side), and Market (north side).

•*Additional sunlight access protection should be extended to Maiden Lane, Campton, Belden, Claude, St. George, Commercial, Minna, Front (California/Sacramento), Sansome (Market/Bush), Steuart (Mission/Howard), Third, and Fourth.*

■Curb Cuts:

•*Parking Garage Entrances/Driveways:* Autos crossing the sidewalk are a significant hazard to pedestrians. New driveways should not be permitted on *Special* or *Second Level* streets, or on any *Base Case* street with significant pedestrian volumes.

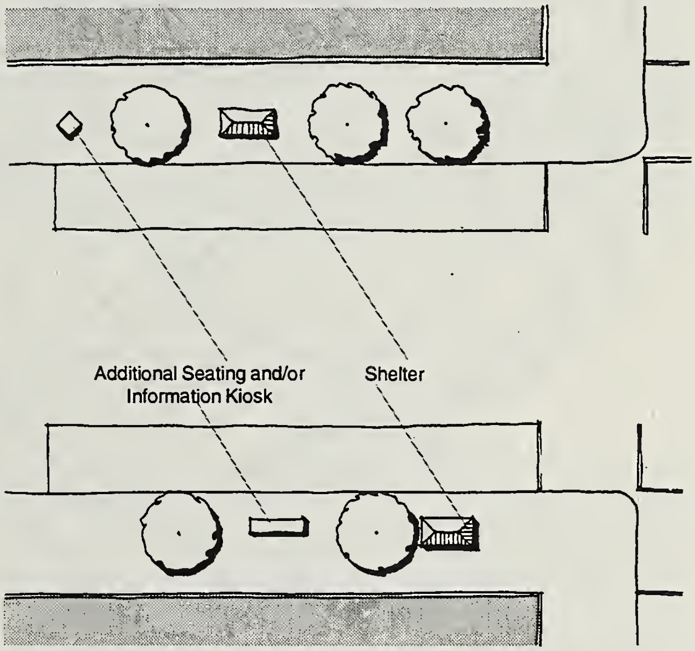


Typical Corner Condition

■Typical Sidewalk Conditions:

•*Corner:* The typical downtown corner should have five primary components including a trashcan, traffic/ pedestrian signal device, fire hydrant, newsracks (preferably fixed), and a clear zone indicator. The clear zone indicator is a band in the concrete scoring at the corner indicating the clear zone boundaries.

•*Transit Center/Bus Stop:* Well-designed bus stops in the downtown can serve multiple functions providing services for transit users as well as for other pedestrians. Standard components should include a functional shelter with sitting space, an information kiosk (either free-standing or included in the shelter), trees, and, space permitting, additional seating areas. If possible, bus stops should be accomodated with sidewalk widenings allowing the creation of open space "snippets" at bus waiting areas. Otherwise, the following diagrams illustrate typical stops on a standard 15' wide sidewalk downtown.



Typical Farside and Nearside Bus Stops

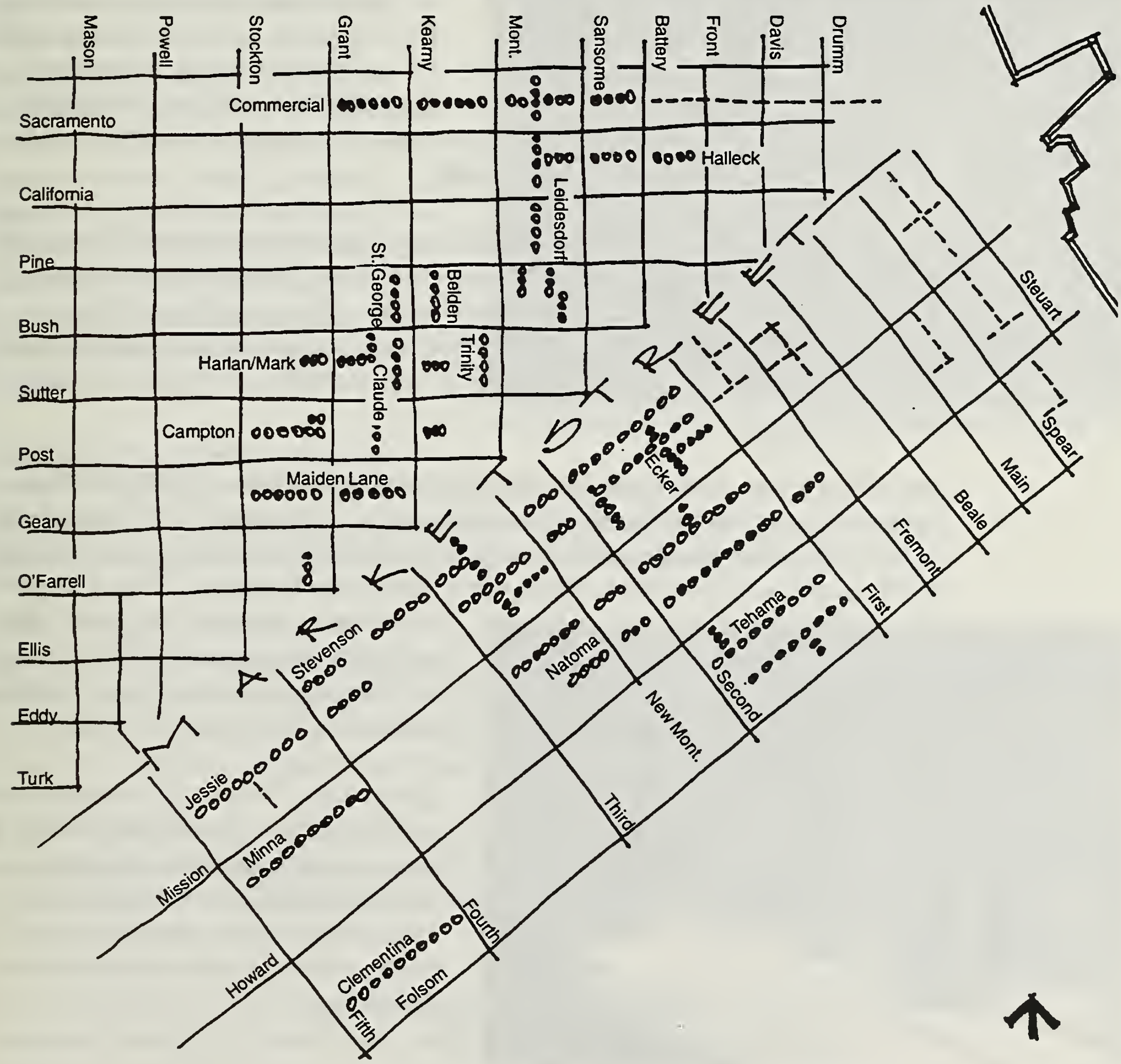
■Maintenance:

•One of the most important factors in determing the quality of the downtown streetscape is its condition and on-going upkeep. All streetscape improvement programs in the public and private sectors must include a capital improvement maintenance budget, and a plan for on-going upkeep. Regular trash removal, sidewalk sweeping and steamcleaning, tree pruning, and grafitti removal are essential. A *maintenance team* that could perform these duties throughout the course of the day would ensure these functions while also providing entry-level employment opportunities.

•As important, a *public safety and information service* would provide a greater level of comfort and security for visitors and residents. Similar to programs in Philadelphia, Portland, and New York, public service "ambassadors" would answer questions and serve as adjuncts to regular police patrols in the downtown area.

Alleyway Improvements

Alleyways are located throughout the downtown area and range from vibrant lunchtime destinations with outside cafes to dark, univiting service alleys redolent with the smell of refuse. Each has its own character dependent on location, building frontages, usage, and orientation. In an attempt to isolate the qualities that make an alley a successful pedestrian space and those which do not, extensive fieldwork and analysis was conducted on the all the alleys.



Downtown Alleys and Private Mid-block Walks

Alleyways

Belden Lane

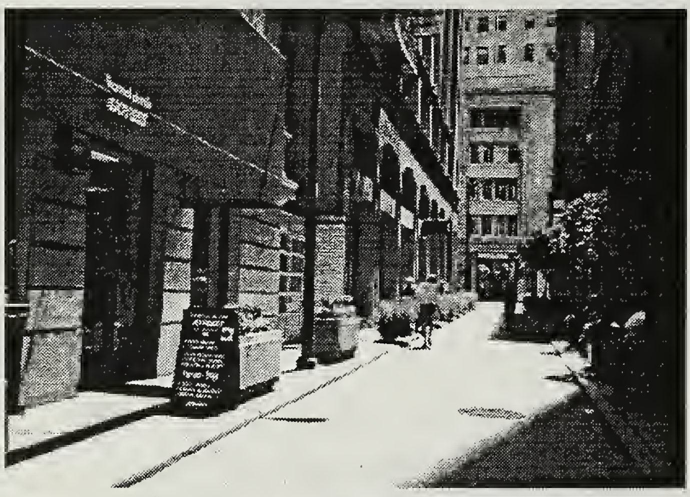
Belden Lane: A lunchtime mall with many conflicts, Belden is the center of the Kearny-Belden Conservation District. The buildings are historic, small in scale, and filled with restaurants. During lunch, cafes fill the street creating a very European scene. Yet there are dumpsters and cars parked at either entrance that remind patrons that they are eating in the middle of a service alley.

Campton Place: The east end is a narrow and dirty service alley filled with dumpsters. The west end opens up with lots of sun, trees and upscale restaurants on the north side. The south side is often lined with illegally parked vehicles on the sidewalk. The unique narrowing of Campton gives it a great deal of potential for it to become more pedestrian friendly.

Claude Lane: Another lunchtime mall, although exclusively for one restaurant. Claude is dark but not windy, but the colorful banners are an attention getter. There are a few stores and a restaurant at the north end and some tables and chairs out. The south end has building frontages with great potential, but is currently used for garbage and service entrances. The 3' wide sidewalks are useless for pedestrians, and the trees in planters and bollards make them more useless.

Commercial Street: Probably the best view of all the alleys as it frames the Ferry Building perfectly. Commercial is really a hybrid, transitional alley. At one end it is in Chinatown and is characterized by cobblestone paving and small manufacturing enterprises. At the other end it is the internal street of the Embarcadero Center office and retail complex. In between, there is a mixture of small scale and newer office buildings. Improvements between Kearny and Montgomery include sidewalk widening, benches, plantings, and a pocket park.

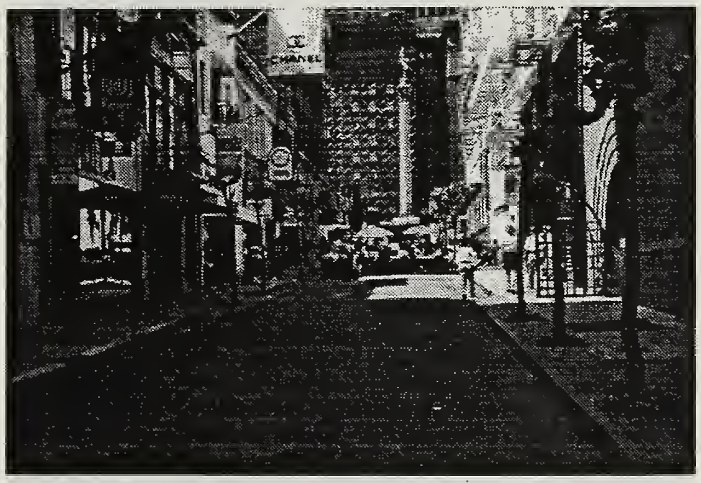
Harlan Alley: Windy, a lot of dumpsters and garbage on the street, and it smells awful. There is no indication that one can walk through to Mark Lane. The east end of Harlan is dark and not inviting as the buildings are tall and the entrances are used for service.



Leidesdorff Street

Leidesdorff: A long and narrow alley that is primarily used as a shortcut. The alley is intermitently sunny and there are occasional planters with bushes and small trees. The sidewalks are narow and mostly impassable; benches and planters make them inviting for sitting and smoking, but not for walking. Most people walk in the street leading to conflicts with vehicular traffic (drivers use Leidesdorff as a shortcut). Near Sacramento Street the sidewalk and street have been decoratively paved. The tall buildings along the alley are in stark contrast to the human scale of Belden and Claude, yet it works. At street level you see the red awning at the entrance to Redwood park and one leg of the Transamerica Pyramid. You know where you're at, you know where you're going.

Maiden Lane: The "star" of the downtown alleys, it has a noteworthy view to Union Square as it is on axis with the Dewey Memorial. The Grant-Stockton block is much more pleasant given its more moderate scale and sunlight. The Keary-Grant block is narrower and the buildings are taller rendering the block far less hospitable. The shops on the street are mostly upscale and there are some limited improvements including trees, streetlights, and gates. However, the sidewalk is not in very good condition.



Maiden Lane

Mark Lane: Windy, dark and empty, not inviting. It may be the western exposure of Harlan that brings wind down Mark. Sutter's Mill restaurant opens to the alley and has made some attempts at having outside tables, but the microclimate renders them inhospitable. The alley is clean, though, unlike Harlan.

St. George: Almost adjacent to, but not visible from Claude. St. George is interesting at the Bush end. There is a hair salon upstairs and the stairs and signage lead you up, but nothing leads you to walk down St. George itself. Its proximity to Claude, Belden, and the proposed park at Kearny and Pine, its favorable microclimate, and the intimate scale of the buildings indicate that St. George could become a destination alley within the activity node area.

Tillman: Small, dark, cozy, inviting, and exclusively pedestrian. This alley is good illustration that an alley does not need sunlight to be inviting. But since it is closed at the west end it does not get much wind. The small shops, famous bookstore, and single grade paving with brick combine to give it considerable charm.

Trinity: One block long with single-surface decorative paving. The alley is used as a walkthrough, although it is connected to a small outdoor eating area at its northern end.

South of Market Alleys:

Ambrose Bierce: Dark, narrow and no clues as to where it leads. Too dangerous looking to walk down. No pedestrian uses.

Annie Street: A service alley that is a good shortcut from Mission to Market. At the Market end is a very odd sitting area. Two large square concrete planters are oriented to visually block Market from Annie. You only know you can walk through this barrier when you're right at it. To combat this visual problem, both the new restaurant and the upscale billiard parlor place illegal sandwich board signs on Market Street.

Ecker Street

Ecker Street: It begins in a large plaza on Market. The plaza has ample seating and a waterfall which welcome you in. The view down Ecker invites you onward. It is very dark and narrow but with colorful banners. Ecker appears to be pedestrian space, due to its narrowness and brick paving, and pedestrians do not expect to see cars. In Europe this is common, and pedestrians are always on the watch for cars, but not here. This may make it more dangerous than if these pedestrian treatments were not in place. But this may work the other way as well--pedestrian treatments make drivers more cautious. Ecker connects two major transit hubs: Montgomery BART/Muni Metro/Buses and the Transbay Terminal. There is potential here to design this space to better direct pedestrians toward First Street and the legal crossing to the Transbay Terminal rather than jaywalking midblock. Many pedestrians jaywalk here.

Jessie Street: A long east-west alley without much distinctive character. It seems very similar to Stevenson. There are a number of service functions throughout and a few small delis and such. The Fourth/Fifth block is the most dynamic with a hotel and a rear entrance to the Emporium. A number of people use it instead of Mission Street.

Minna Street: A long alley lined with vacant (parking) lots, service vehicles, and a few restaurants and studios. It links the Transbay Terminal at First Street with Yerba Buena Gardens (YBG) at Third Street. It continues west of Fourth. Minna has signifcant potential due to its visual connection between the Transbay Terminal and YBC, the adjacent museums, the development potential of the Transbay terminal site, and the vacant land along the street.

Natoma Street: Similar to Minna, it could connect YBC and the Transbay Terminal area, although Natoma does not have as clear a visual connection as Minna does. The alley has some trees and pedestrian services including an art gallery and a cafe. However, the new museum and a proposed redevelopment project could cut it off near Third Street causing an unfortunate dead end. An arcade within the new development would ensure Natoma's continued vitality by maintaining its connection to Third Street.

Shaw Alley: A tiny, neglected alley that is surprisingly clean and bright and which serves as an important connection to the Terminal and the parking lots to the south. The tiny horse head bollards on one side are mostly broken.

Stevenson Street: A classic pedestrian/ service alley. There are pedestrian amenities e.g. trees, plazas, but significant service functions as well. It doesn't invite you to walk down it, but neither is it foreboding. Stevenson is often a shortcut between Second and Ecker.

Alleyway Pedestrian Issues:

- **Vehicle-pedestrian conflicts.**
- **Narrow sidewalks in poor repair.**
- **Personal safety.**
- **Cleanliness.**
- **Garbage dumpsters.**
- **Building scale.**
- **Alley identification ("Where is it?").**
- **Streetscape character.**
- **Micro-climate.**
- **Service uses.**

■Alley Typology:

The downtown plan classifies the alleys based on the extent of their pedestrian use: exclusive pedestrian use, part-time pedestrian use, pedestrian/service use, and service alleys (not part of the network). A alleyway typology framework which reflects the intrinsic physical character of the alley, rather than its current use, allows a more flexible categorization and encourage more pedestrian alleys. For example, Claude is a part-time pedestrian alley as is Commercial between Kearny and Montgomery, yet they are very different. Commercial takes you some place, Claude doesn't. Claude is a place you come to, a destination. The block of Commercial closed for lunchtime is also a destination, but one that is part of a larger network, a walkway from Chinatown to the Embarcadero Center. Leidesdorff, Maiden, Ecker, Trinity, and Minna also are walk-through alleys. Belden, Claude, Maiden are destinations. Campton could be a destination, but is currently a service alley while similar service alleys such as Minna and Annie could be walkthroughs.

Based on such observations of existing use, location, orientation, building frontages, and microclimate, it is possible to create a typology for the alleys based on their pedestrian potential. The alley typology is intended to be fluid as many of the alleys downtown are evolving into more pedestrian-oriented environments, especially in the south of Market area.

The following alley definitions can be used as a screening criteria through which an alley might be upgraded, for example, from a *Service Alley* to a *Walkthrough Alley*:

Alley: A tertiary street of limited length that is narrower than surrounding streets, carries very limited traffic, services the interior of the block, and has a sense of enclosure.

Service Alley: An alley that is predominately used for service vehicle access to fronting buildings. Building frontages tend to be large scale with limited architectural detailing and are primarily loading bays, windowless facades, and parking entrances.

Walkthrough Alley: An alley that provides a linkage between pedestrian destinations. These destinations are usually visually connected to the alley. Building frontages tend to be smaller, historic scale with some architectural detailing. There are some service facilities as well as pedestrian-serving retail uses.

Destination Alley: An alley that serves as an open space activity area generally located in close proximity to an area with considerabel critical mass of pedestrian activity. Most destination alleys are also walkthrough alleys. Building frontages tend to be small, pedestrian scale with unique historic and architectural detailing and significant glazing at street level creating a "front door" atmosphere. There are a variety of pedestrian-serving commercial uses, many of which are food services. The short length of the destination alley lends a sense of enclosure and distinctive "sense of place."

Complementing the typology framework, there are also a series of universal criteria that should typify the alley environment. These universal criteria further define what makes the alleys unique spaces for pedestrians.

Visual variety: No alley with blank walls is inviting as either a walkthrough or destination. Rich and varied facades, signs, banners, views, doors, windows, sun and shadow, all add to pedestrian interest.

Sense of enclosure: Pedestrian alleys should be narrower than streets--that is their appeal--like secret passages off the beaten track.

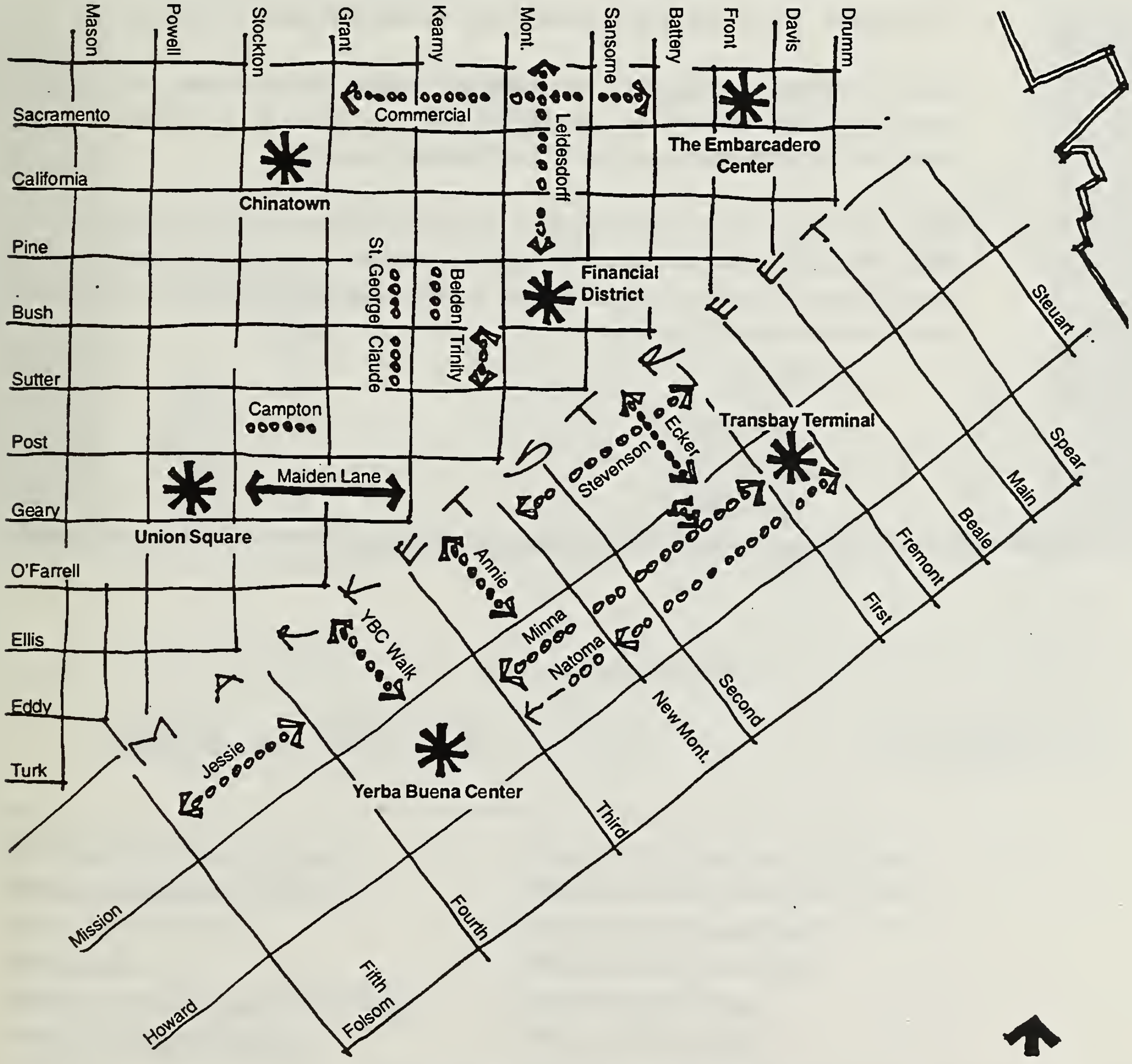
Quiet: Alleys should provide respite from the sound of traffic

Slow Pace: Unlike streets and crowded sidewalks, alleys invite you to slow down, to stop and window shop, admire a view, read a poster.

Exploring: A major appeal to alleys is the sense of discovery, the sense that you are off the beaten path and will find things you wouldn't expect. There is a sense of adventure. You are seeing the city from angles not possible by car.

■Design Recommendations:

The plan encourages alleyway improvements so that they are used as a network of discrete walkthroughs and destinations. Recognizing that alleys are used as single block connections, the network is envisioned as a *sequence* of distinct experiences rather than a series of linked experiences. To facilitate recognition of the alleys within the sequence, a coordinated system of signage and banners is recommended. This marker system will identify alley locations and indicate the presence of the larger network. Destination alleys are also examples of successful alternative open spaces, and, as the improvements on Commercial Street and the impromptu seating on Leidesdorff suggest, walkthrough alleys can provide snippets of open space too.



Downtown Alley Typology Design Plan

Alleyways

The focal point of the network is Maiden Lane which is designated as a *Special Street*. It is the most prominent alley downtown due to its history, location, views, and mix of uses. Designated as *Second Level Streets*, the *Destination* alleys, Belden, Claude, Commercial, Campton, and St. George, are destination nodes within their immediate areas. *Base Case* is the *Walkthrough* alleys, Annie, Commercial, Ecker, Jessie, Leidesdorff, Natoma, Shaw, Stevenson, and Trinity. These alleys are short cuts (either existing or potential), convenient paths between significant destination nodes and are designed as such.

All other alleys could be classified as service alleys, some of which have potential to become pedestrian walkthroughs or even destinations. Service alleys include Clementina, Halleck, Harlan, Mark, and Tehama.

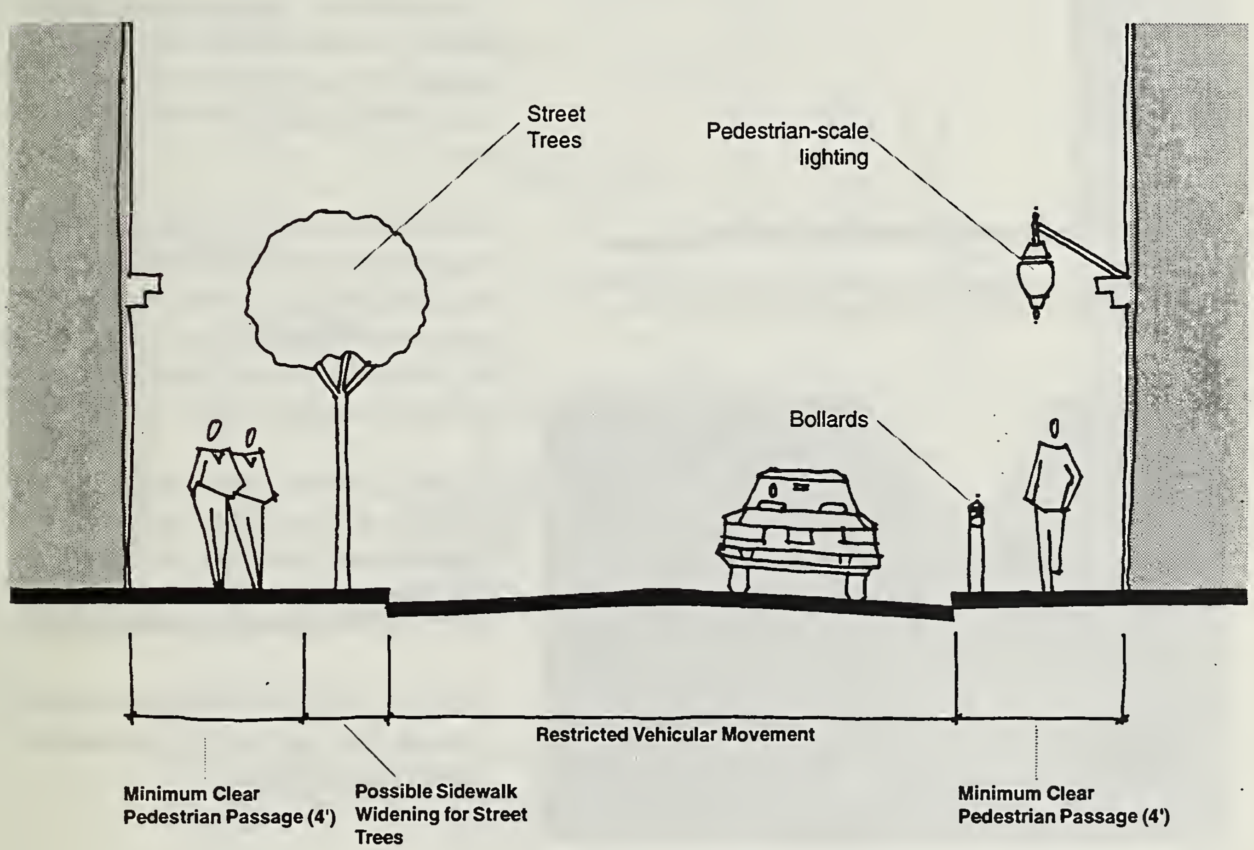
All pedestrian alleys, regardless of classification, should meet these two basic criteria:

Safe: Adventures are no fun if you feel threatened. Hidden doorways, blank walls, too narrow spaces, dark corners, not seeing a way out, and vehicular conflicts are all detrimental. Alleys should be safe and should appear safe. Good lighting is essential.

Clean: All pedestrian alleys must be steam cleaned for health, safety, and appearance. Dumpsters are best removed, but this isn't always feasible. They should be given some special treatment, whether through screening or specially designed containers, to eliminate the smell and mess created by garbage.

■Walkthrough Alleys:

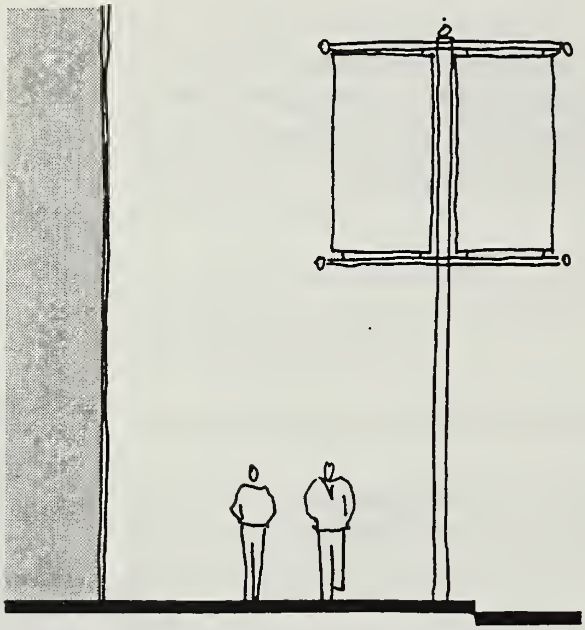
Standard improvements on *Walkthrough* alleys would consist of network banners, bollards, pedestrian-scale lighting, and streetsign consolidation. Pending study of traffic, service and parking needs, parking spaces might be removed completely or selectively to facilitate sidewalk widening and pedestrian amenities similar to Commercial Street.


Street Trees
Pedestrian-scale lighting
Bollards
Restricted Vehicular Movement
Minimum Clear Pedestrian Passage (4')
Possible Sidewalk Widening for Street Trees
Minimum Clear Pedestrian Passage (4')

- **Limited Vehicular Access**
- **Pedestrian-scale Lighting**
- **Corner Clear Zone**
- **Bollards**
- **Street Trees (Space Permitting)**
- **Informational Signage**
- **Decorative Signs on Buildings**
- **Pedestrian-Serving Retail Uses**
- **Streetsign Consolidation**
- **Newsracks Prohibited**
- **Network Banners**
- **Standard Sidewalk**

Typical Walkthrough Alley

Alleyways



Network Banners at Alley/Street Intersection

Sidewalk Widening on Commercial Street

General criteria for the walkthrough alleys include:

Safety: This is a universal criteria for pedestrian alleys, but requires special attention on walkthroughs because they often lack the store frontage that destination alleys have. For a pedestrian to choose alleys as alternatives for walking, they must appear at least as safe as streets.

Limited Vehicles: Walkthrough should be primarily pedestrian space, with vehicles restricted in time (early morning or evening only) and/or in number (service vehicles only).

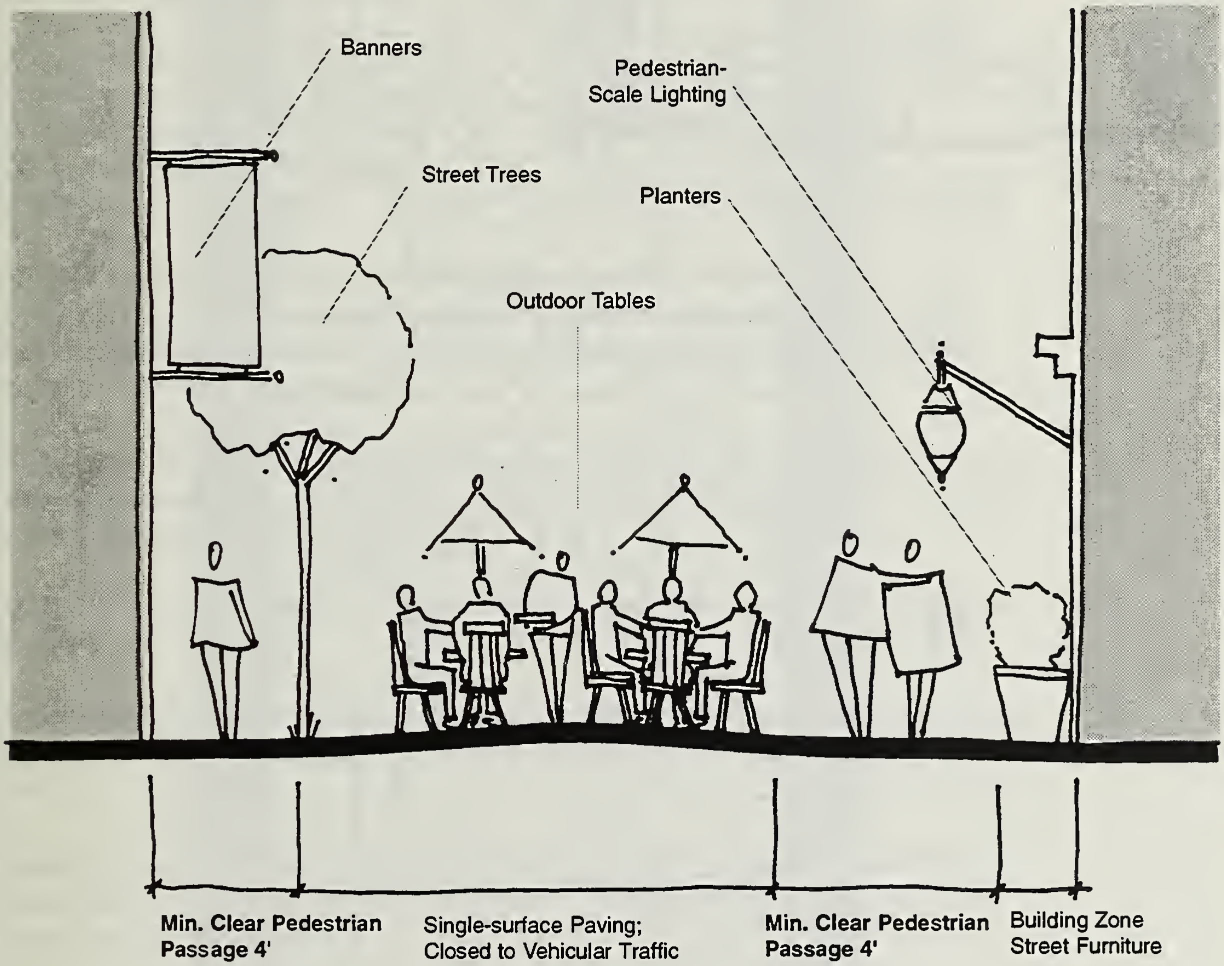
Visual Terminus or View: Walkthroughs should provide clues as to where they lead. On Commercial you see the Ferry Building to the east and Chinatown to the west. North on Leidesdorff you see Telegraph Hill, and at street level you see Redwood Park.

Leads to Something: For people to use a walkthrough, it must lead to something. Ecker is popular because it takes people from Market Street to the Transbay Terminal.

Shortcut: Ideally, the walkthrough should be a shorter, faster, and quieter route than the primary street network.

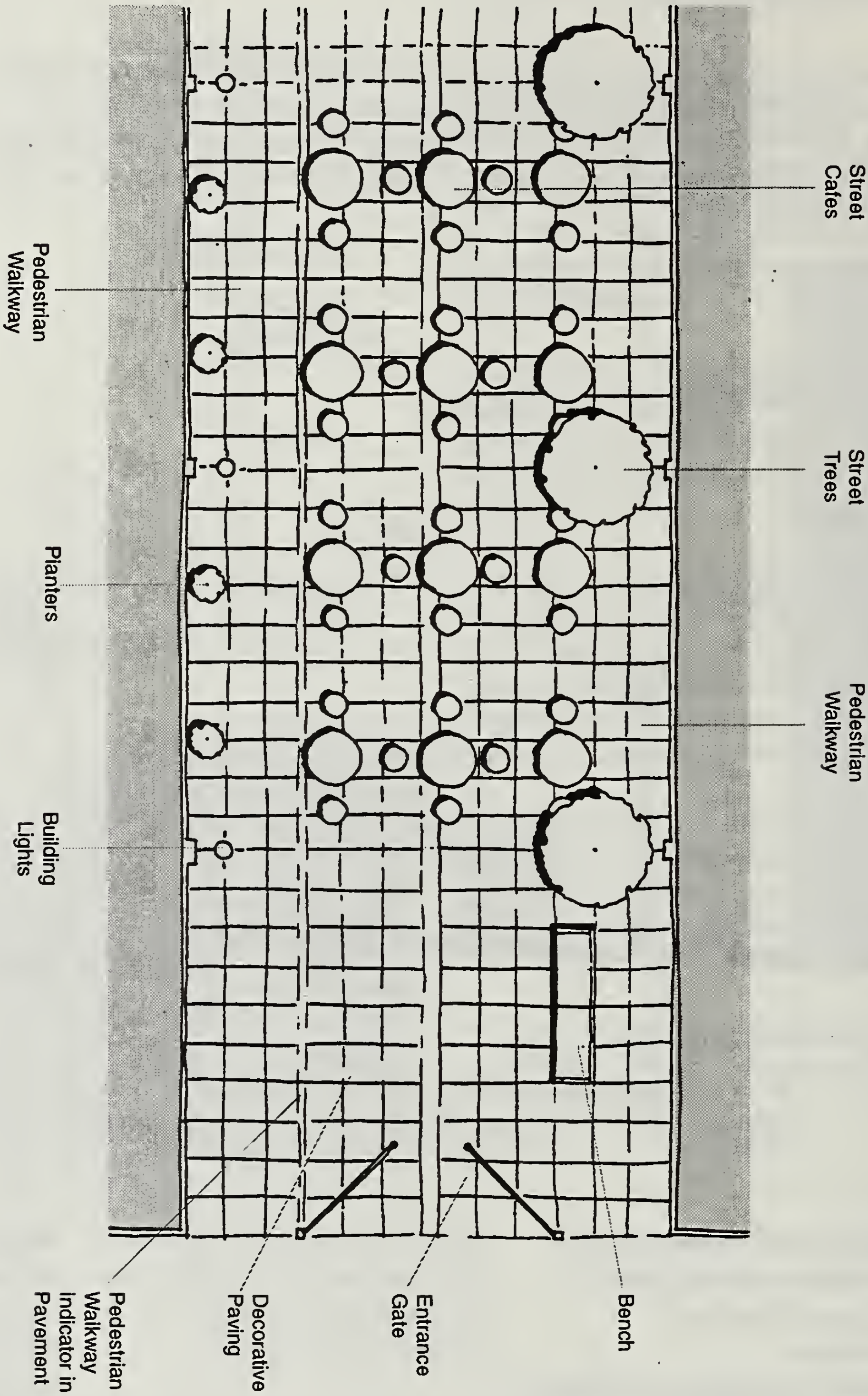
■Destination Alleys:

Design treatments on a *Destination* alley might include entry gates, decorative single-surface paving treatments, banners, pedestrian-scale lighting, plantings, and restricted vehicular access. Given the unique character of each *Destination* alley, each merits its own design to be developed in conjunction with local merchants and property owners and based on the following general design themes.


Banners
Pedestrian-Scale Lighting
Street Trees
Planters
Outdoor Tables
Min. Clear Pedestrian Passage 4'
Single-surface Paving; Closed to Vehicular Traffic
Min. Clear Pedestrian Passage 4'
Building Zone Street Furniture

- **Closed To Vehicular Traffic**
- Pedestrian-scale Lighting
- Corner Clear Zone
- Bollards
- Street Trees (Space Permitting)
- Informational Signage
- Decorative Signs on Buildings
- Pedestrian-Serving Retail Uses
- Streetsign Consolidation
- Newsracks Prohibited
- **Distinctive Gate**
- **Decorative Paving**
- **Banners**
- **Outdoor Cafes**
- **Vendors**
- **Planters**

Typical Destination Alley



Typical Destination Alley Plan Diagram

Visual access: There must be some element that lets pedestrians know the alley is there and to invite them inside. It might be a banner, a sign, or a gate.

Enclosure or Sense of Place: To give it a sense of place, it should be visually enclosed at each end with a gate or something similar. This gives you the sense that you have arrived, that you are inside something.

Image: A distinct image is important. All destination alleys have very distinct images which set them apart. Claude is dark, subdued, and cool while Belden is lively, bright, colorful.

Destination Alley Gate

Location, Location, Location: Just as with real estate, an alley as a destination will depend foremost on its location. A bad location will never make a good destination alley. Ideally, destination alleys should be within one block of significant pedestrian trip generators, and should have a favorable microclimate.

Architecture: Interesting and unique architecture adds visual interest. Varying facades, colors, and textures are important. Clutter and utilities (e.g. fire escapes, utility poles) can add to the visual interest that sets alleys apart from streets.

Mixed Use: A variety of uses adds interest and invites more types of people and activities into the alley.

Historic Interest: The best alley destinations have some historic appeal that gives them charm and uniqueness. A modern pedestrian alley may be difficult to distinguish from a shopping mall.

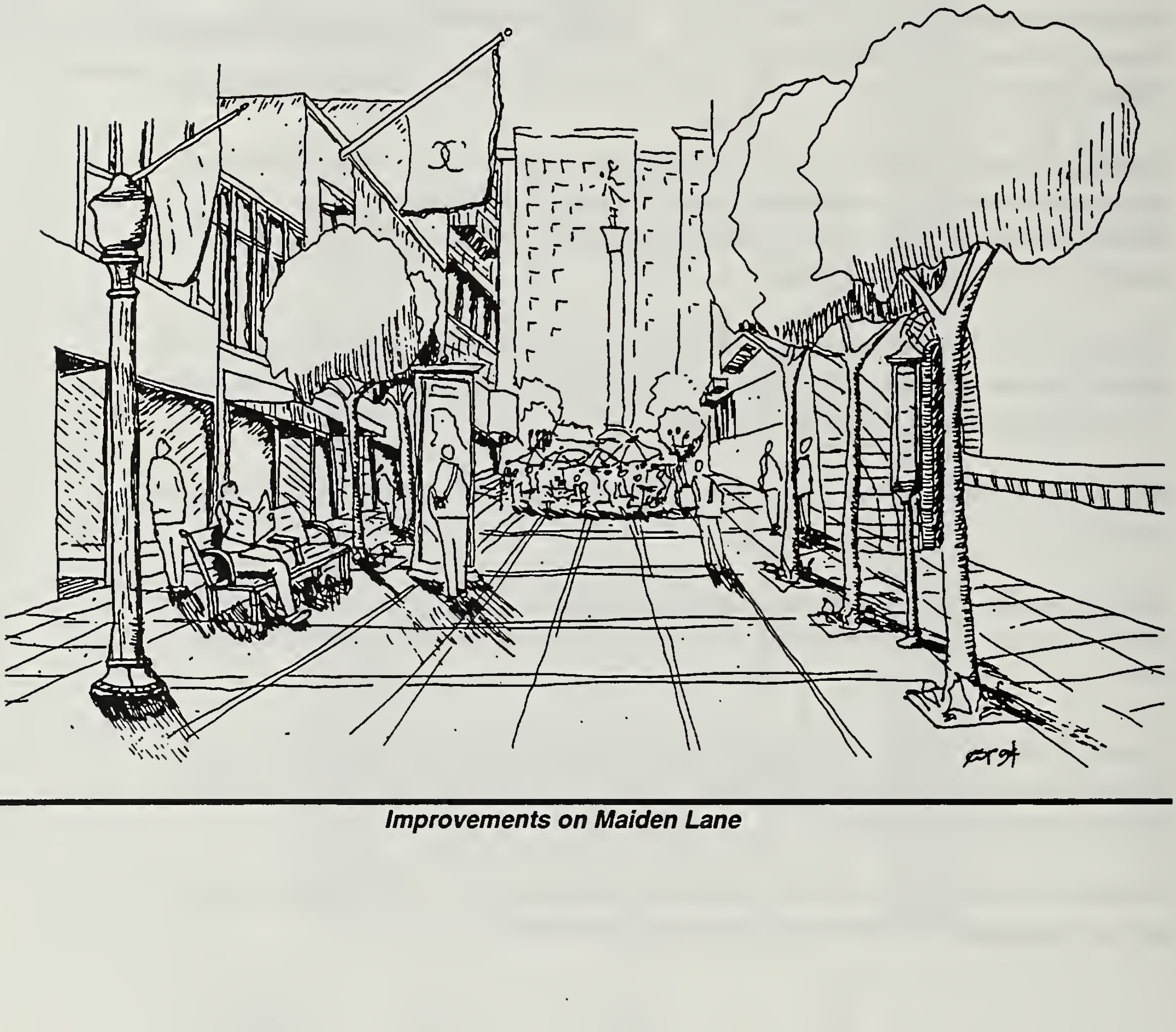
Human Scale: It is the human scale of Belden that sets it apart and makes you want to stay. Streets with human scale are special and rare places in the downtown, like islands away from the city, yet very much a part of it.

Activity/Something to Do: Once there, there must be something to keep you there. Places for eating, entertaining, and socializing are especially important.

■Maiden Lane:

Maiden Lane's historic character and axial relationship to the Union Square merit special attention. Design elements would be similar to those of the Destination Alleys, with a particular attention paid to materials and sidewalk details. For example, while other alleys might be paved in tinted concrete, Maiden Lane should be paved with brick.

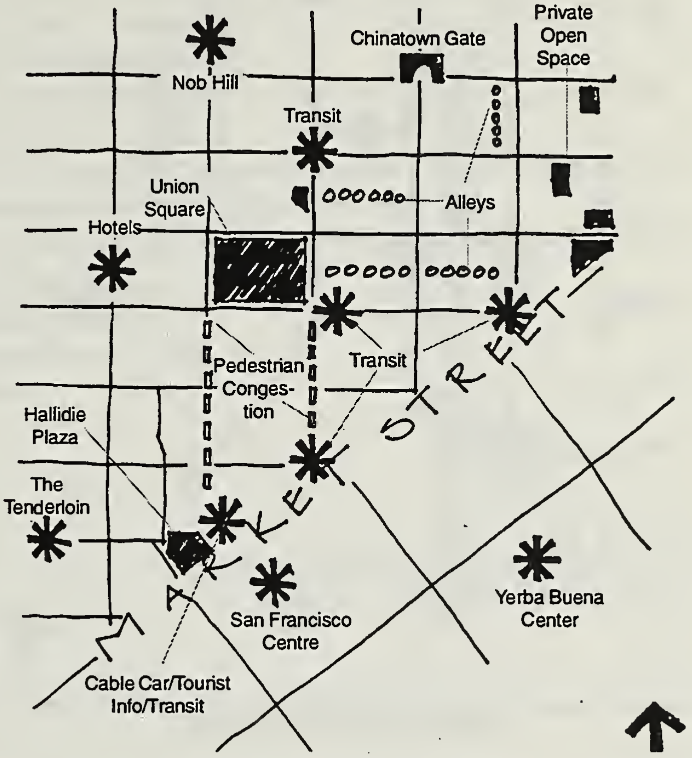
Similarly, since Maiden Lane is unusual since it is two blocks long, the crossing at Grant Avenue should be modified to permit safe pedestrian passage with the addition of a signalized crosswalk.



Improvements on Maiden Lane

Union Square Improvements

The Union Square area is primarily retail with stores that cater to high-end, low-end and everything in-between customers. Market Street marks the southern edge of the district, although retail functions are growing in the south of Market area. The San Francisco Centre development at the foot of Powell Street is an example of this development. The western edge of the district, Mason Street, borders on the Tenderloin, the northern edge, Bush Street is adjacent to Nob Hill and Chinatown, and the eastern edge, Kearny Street, marks the start of the Financial district.



Union Square Analysis and Open Space Diagram

Major destinations in the district include Union Square, the cable car turntable at Powell and Market, the hotel district centered on Mason Street, and the primary shopping streets--Stockton, Post, and Grant. The major transit hubs are Powell/Market (Muni, BART, and Cable Cars), Stockton/Market/Fourth (Muni, BART) and Stockton/Sutter (Muni). There is a secondary hub at Stockton/Geary (Muni).

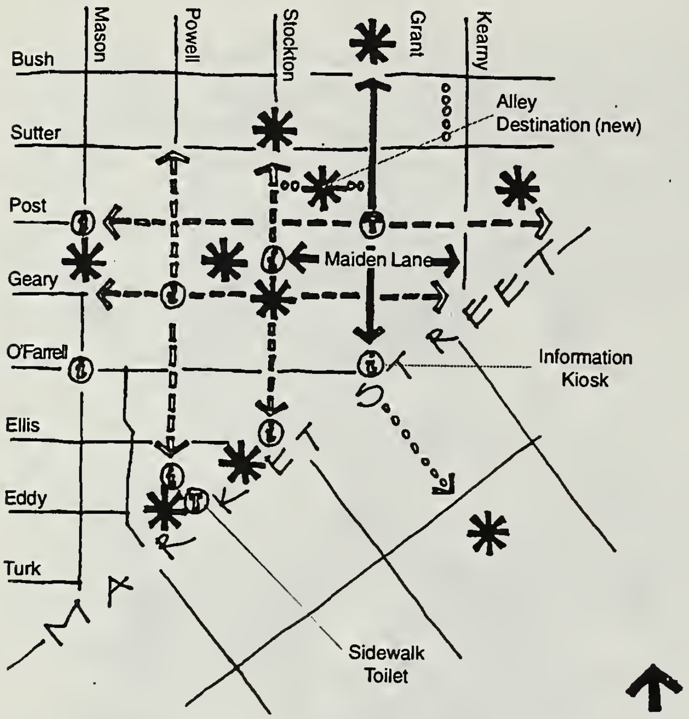
The general design focus the Union Square district is to highlight the shopping/tourist character of the area. Improvements will facilitate tourist connections within the district and to adjacent areas, while targeted improvements on shopping streets will add amenities to enhance the ambience of the pedestrian environment.

Union Square Pedestrian Issues:

- **Pedestrian Congestion on Stockton, Powell, and O'Farrell Streets**
- **Pedestrian Safety at Union Square Corners and on Stockton and Sutter Streets**
- **Transit on Powell, Stockton, Geary, Post, and O'Farrell Streets**
- **Pedestrian Orientation/Tourism**
- **Streetscape Character/Pedestrian Amenities**

The plan frames Union Square itself by designating the surrounding streets (Stockton, Powell, Geary, and Post) as *Second Level Streets*. The plan envisions that the streets fronting Union Square should highlight the square, not compete with it. Sidewalk widenings on Post and Geary will emphasize the open space of the Square, and decorative flowers in planters at ground level and hanging from the lightposts will emphasize the Square's importance while also adding color to the surrounding

Union Square



Union Square Design Plan

streetscapes. Suggested Barnes Dance Crosswalks will reinforce the diagonal, axial entries into Union Square while also ensuring safer pedestrian crossings.

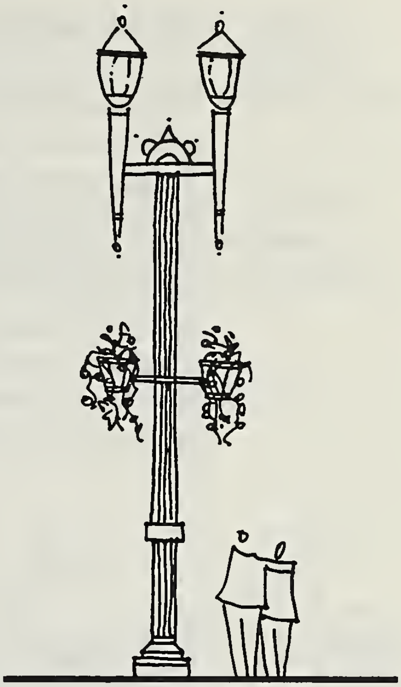
In addition to the open space of Union Square itself , the *Special Street* for the district, Grant Avenue, and Campton Alley are designated as potential new pedestrian activity/open space nodes. These would be complemented by sidewalk widening "snippets" on Post, Geary, and O'Farrell Streets.

To orient tourists and shoppers, a series of markers and maps should be developed and installed in the sidewalk surface. These Union Square directional elements should be combined with strategic placement of information kiosks and sidewalk toilets, and an on-going sidewalk maintenance and public information program.

Union Square Area Design Elements:

- Sidewalk Widening on Geary and Stockton
- Corner Bulbs
- Ban on Right Turns During Red Phase
- Street Trees with Uplighting on Grant, Geary, Post, Powell, and Stockton
- Golden Triangle Streetlights
- Pedestal-Mount Newsracks
- Clear Zone Construction
- Street Trees
- Pedestrian Amenities Including Information Kiosks, Sidewalk Toilets, and Sidewalk Directional Markers
- New open space/destination nodes on Grant Avenue and on Campton Place
- Transit Stop Improvements and Amenities on Geary, Post, Sutter, Stockton, and O'Farrell
- Sidewalk "Snippets" on Grant Avenue, Post, Geary, and Stockton
- Seasonal Street Closures
- Encourage Street Furniture and Decorative Elements, Especially on Second Level and Special Streets
- Corner Rebuilding at Union Square and Stockton/Sutter
- Seasonal Flowers Facing Union Square
- Sidewalk Maintenance/Cleaning/ Safety Program

In response to significant pedestrian congestion and a number of intersection accidents., sidewalk widenings are recommended including corner bulbs at every corner (contingent on possible traffic conflicts), as well as a ban on right turns during the red phase. Similarly, crossing islands at Union Square and at Stockton/Sutter should be removed and the crosswalks rebuilt. To alleviate the significant congestion during the holiday season, limited weekend street closures should be explored for Stockton, Powell, Grant, O'Farrell, and Ellis. The closures might be akin to a street fair with the street artists in the street area thereby freeing the sidewalks for pedestrian passage. The potential traffic conflicts caused by these closures could be severe, especially on Stockton Street. These concerns need to be weighed against the pedestrian safety benefits of the closures, the potential positive effect on the retail environment, and the very limited duration.



Hanging Plants

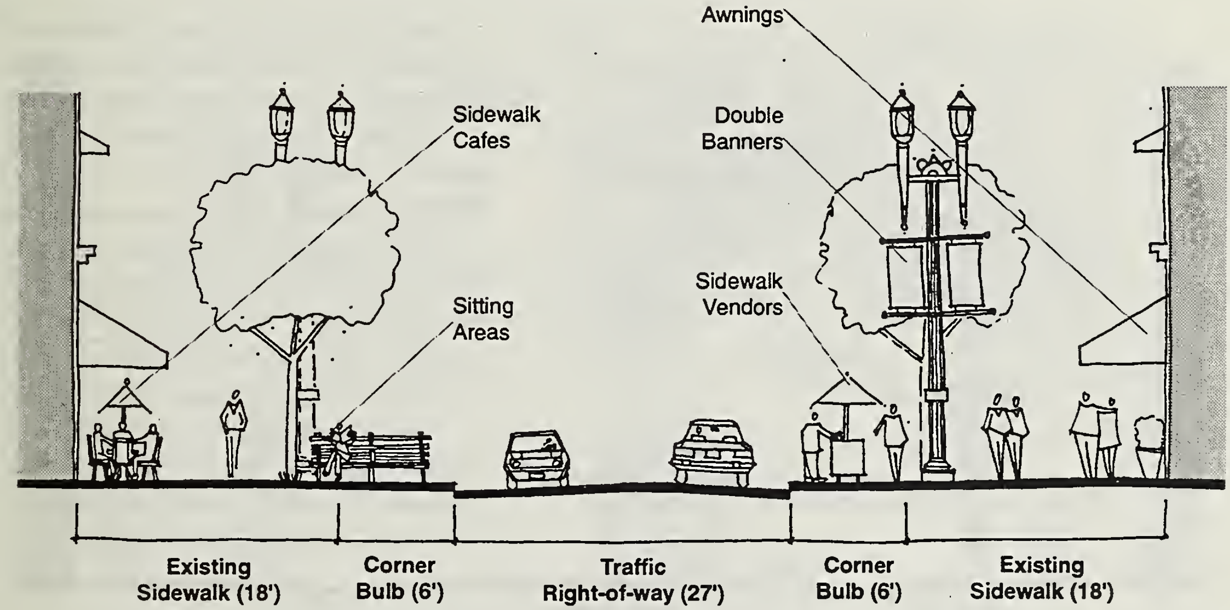
■Grant Avenue:

Grant Avenue is designated the *Special Street* for the district because it is the most symbolic street and has the greatest potential for improvements, given its wide sidewalks (18 feet), moderately scaled buildings, low traffic volumes, and historical significance. Grant Avenue also serves as an important link between the Union Square shopping district, Chinatown to the north, and the Yerba Buena Gardens/Convention center area in the SOMA. When the mid-block pedestrian connection to YBC between Third and Fourth Streets is completed, Grant Avenue will be the most important pedestrian entry to that area. These connections are also supported by visual clues. The Chinatown Gate is a portal to the north, the bank temples at Market form a portal to the south, and the anodized mirror facade of the mighty Wurlitzer Marriott rises to the south at the base of Grant marking the Yerba Buena Center.

Grant Avenue Improvements

Existing pedestrian conditions on Grant Avenue are generally good, given the wide sidewalks and moderate pedestrian volumes. The pedestrian character of the street, though, is not distinguished and is not befitting a street with Grant Avenue's importance. There are a few patches of decorative paving, a coordinated three-block pattern of large planters, and a few sidewalk cafes.

Grant Avenue is envisioned as a grand pedestrian avenue--wide sidewalks with decorative paving, large street trees, historic streetlights, limited traffic access, benches and other seating opportunities (on corner bulbs), flowerstands, sidewalk cafes, vendors, and artists, theme banners, public art, informational kiosks, street toilets, and awnings at both street and upper levels.

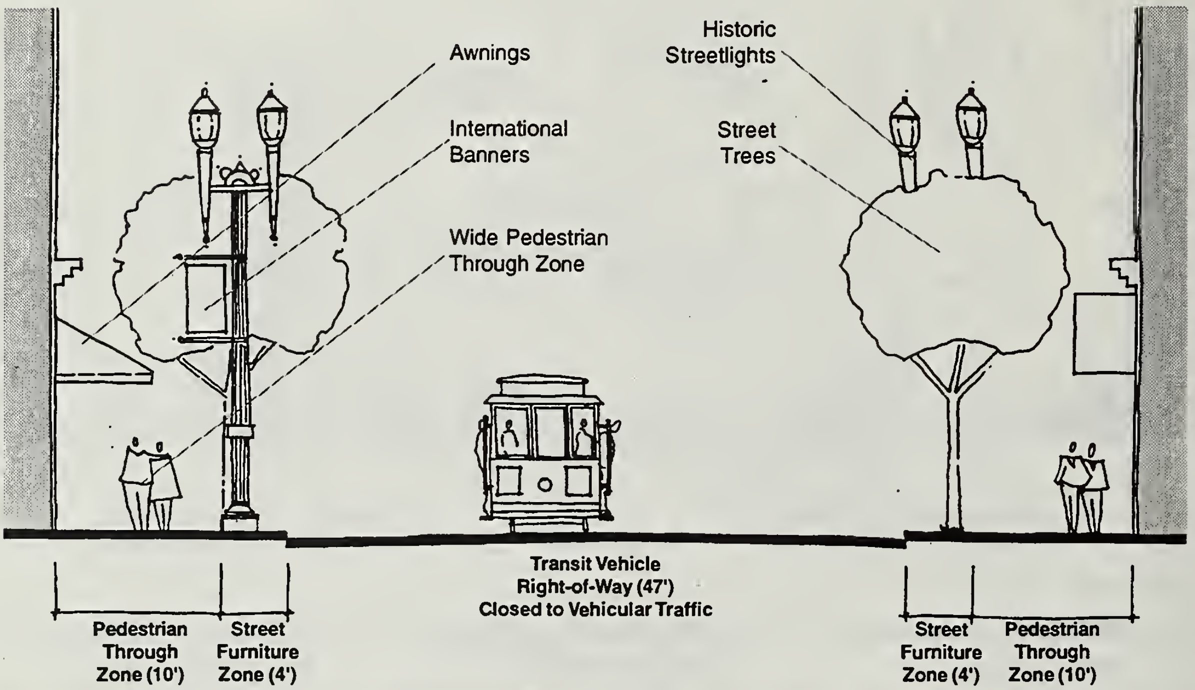


- ■Unique Streetscape
- ■Street Trees
- ■Historic Street Lights
- ■Fixed Newsracks
- ■Trashcans
- ■Decorative Sidewalk
- ■Corner Clear Zone
- ■Corner Bulbs
- ■Benches
- ■Street Artists
- ■Sidewalk Cafes
- ■Kiosks
- ■Sidewalk Vendors
- ■Sidewalk Toilets
- ■Awnings
- ■Banners
- ■Flowerstands
- ■Sidewalk Markers

Grant Avenue Concept Diagram

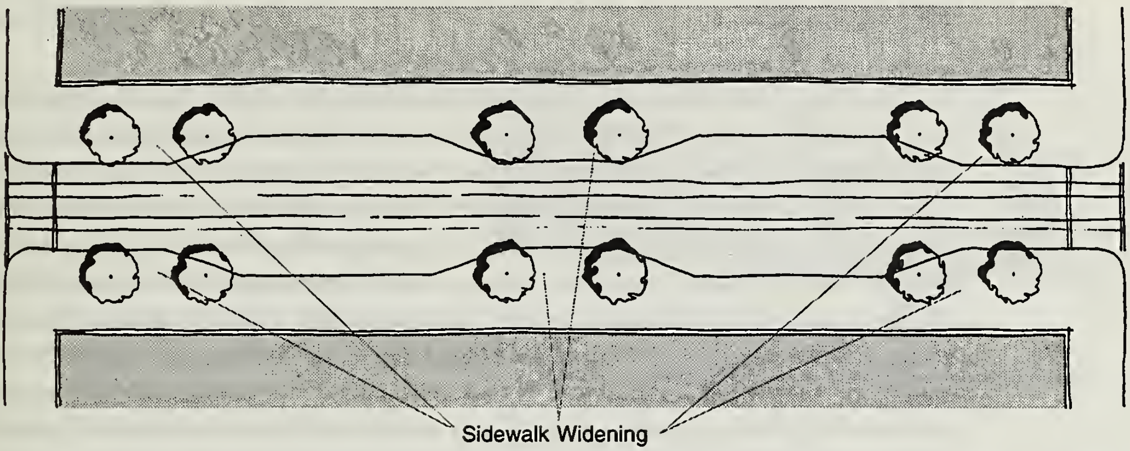
■Powell Street:

Powell Street is one of the most important pedestrian links downtown, especially for tourists. It connects transit, Market Street, the cable cars, the Tourist Information Center, Union Square, and Nob Hill. Indeed, the cable car turntable/Hallidie Plaza area at Market Street is one of the busiest corners in the city. The character of the street (tourist stores) reflects its importance as a tourist connection. Pedestrian volumes are significant and sidewalk space is limited leading to LOS D and worse on some blocks. Corners are a particular problem as many are filled with obstacles and are noteworthy for their high curbs and lack of ramps. There is a good northward view of Nob Hill, and the presence of the cable cars activate the view. Unfortunately, the streetscape conditions detract from this perception. Tourist signs are abundant; there are no trees or any other elements that soften or positively contribute to the view.


Awnings
International Banners
Wide Pedestrian Through Zone
Historic Streetlights
Street Trees
Transit Vehicle Right-of-Way (47') Closed to Vehicular Traffic
Pedestrian Through Zone (10')
Street Furniture Zone (4')
Street Furniture Zone (4')
Pedestrian Through Zone (10')

- ■Reduce Obstructions
- ■Street Trees
- ■Historic Streetlights
- ■Fixed Newsracks
- ■Trashcans
- ■Standard Sidewalk
- ■Corner Clear Zone
- ■Corner Bulbs
- ■Awnings
- ■International Banners
- ■Sidewalk Markers

Powell Street Concept Diagram

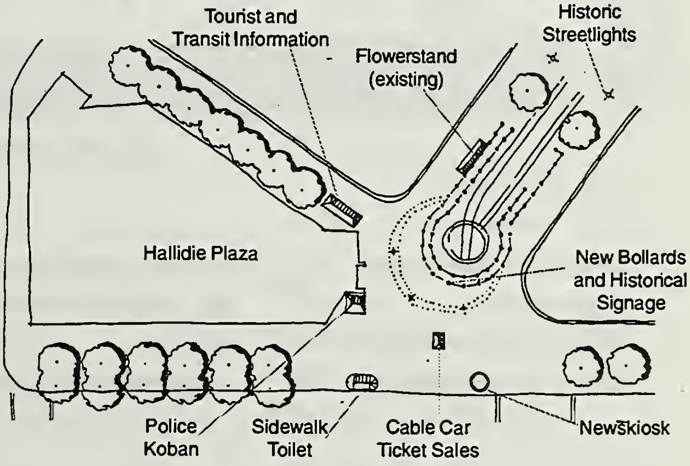


Powell Street Sidewalk Widening Concept Diagram

The volume of pedestrians and the limited sidewalk space suggest that *Second Level* street furniture such as kiosks and planters be limited. Similarly, the long-term plan for Powell Street envisions the creation of more pedestrian space by either installing selected sidewalk widenings or closing the street to vehicular traffic (except transit) from Ellis to Geary continuing the improvements that have been installed from Market to Ellis. Reflecting Powell's importance as a tourist connection street, other design ideas emphasize elements such as international flags/banners, Union Square sidewalk directional elements, information maps, and pedestrian-scale lighting.

Additional improvements are directed at the turntable area in an attempt reduce the pedestrian congestion and rationalize the placement of the many pieces of street furniture in that area. These improvements include line modifications, historical and informational signage, new street furniture, and historic streetlights.

Cable Car Turntable Queuing Line Concept

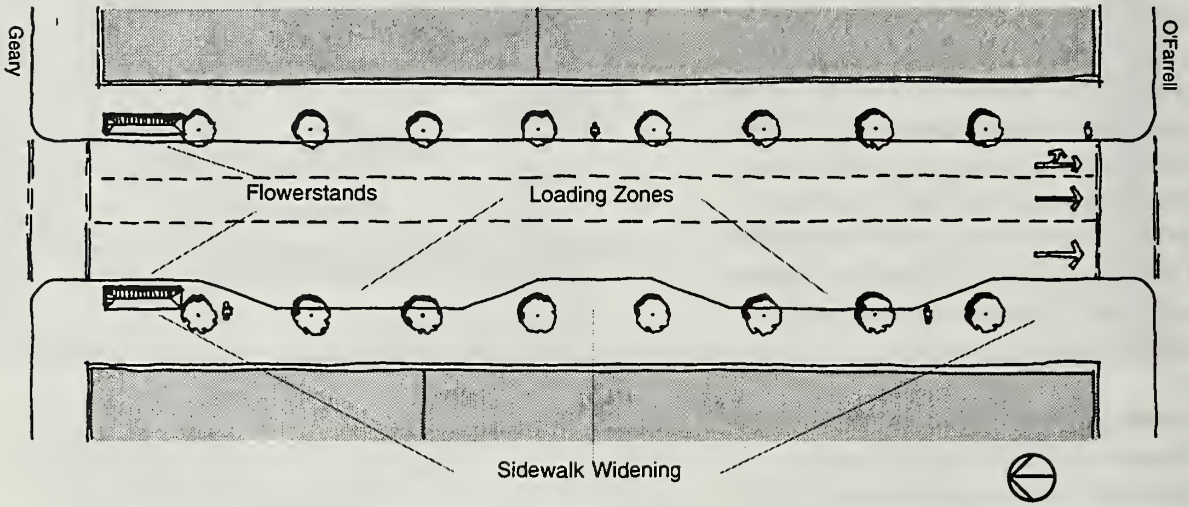


Cable Car Turntable Area Plan

■Stockton Street:

Stockton Street is the busiest shopping street downtown. It is also an important pedestrian link between transit (and the Fifth/Mission garage) to the Union Square retail area and an important bus link to Chinatown and to the south with key stops at Sutter, Geary, and Ellis. Pedestrian volumes on Stockton Street are very high, and pedestrian congestion is severe. Conditions during the holiday season are infamous as passage on the street is nearly impossible. The worst areas are the Geary intersection where a flowerstand reduces the effective width to just a few feet, and the O'Farrell/Geary block on which pedestrians compete with vendors, street artists, and planters. These problems are exacerbated by the curb tow-away lane that allows high-speed traffic directly adjacent to the sidewalk. Numerous pedestrian-vehicle conflicts have been observed, especially between Geary and O'Farrell where the two Macy's stores with mid-block entrances on either side of the street encourage a steady stream of jaywalkers

To alleviate the congestion on the Geary/O'Farrell block, a series of sidewalk widenings are suggested. These widenings are designed to accomodate the necessary loading functions while creating space for the flowerstand, street furniture, and vendors/artists. Other Stockton Street design treatments include rebuilding the Sutter Street crossing island, sidewalk directional elements, tourist signage, information kiosks, and street artist placements.



- ■Reduce Obstacles
- ■Street Trees
- ■Historic Streetlights
- ■Sidewalk Widening
- ■Fixed Newsracks
- ■Corner Clear Zones
- ■Awnings
- ■Sidewalk Markers
- ■Street Artist Designations
- ■Tourist Signage
- ■Information Kiosks
- ■Rebuild Crossing Island at Sutter

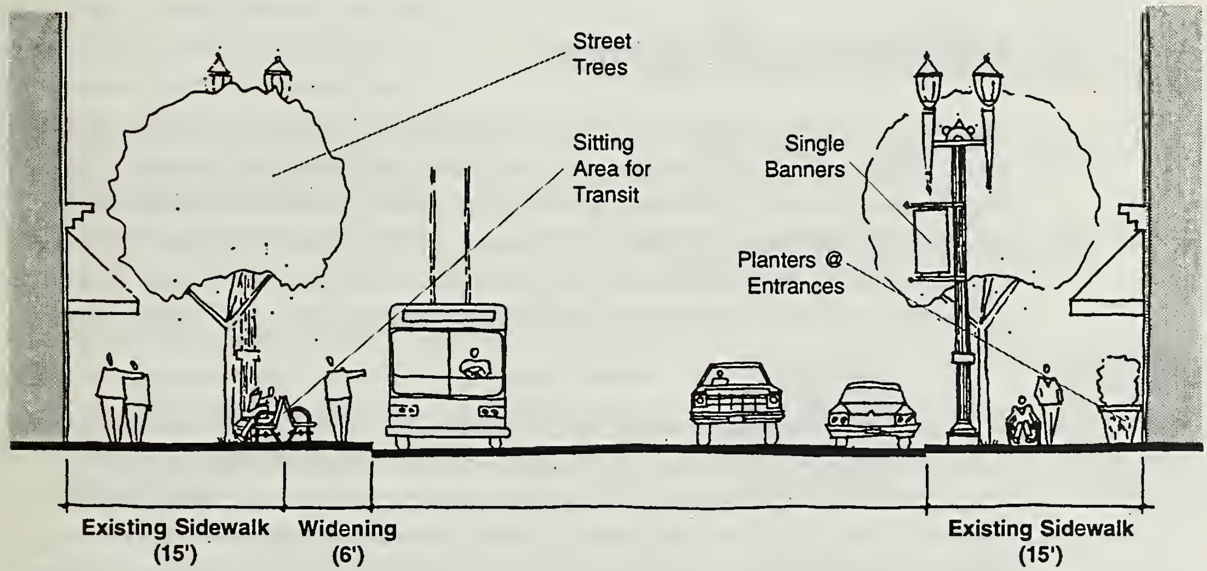
Stockton Street Concept Diagram

■Post Street:

Post Street is an important symbolic/high end boutique shopping street that borders Union Square. Over the years, the merchants on the street have invested in a series of limited improvements aimed at creating the "Post Street Promenade" including decorative planters and two-tone painted historic Golden Triangle streetlights.

Post Street Transit Improvements

Drawing on the refined character of the street and its moderate pedestrian volumes, the idea of the Post Street Promenade will be promoted with a continuation of the existing improvements and the addition of planters with seasonal flowers permitted both at the curb and at building entrances, transit improvements with sidewalk widening and pedestrian amenities ("snippets") including sitting areas, sidewalk widening across from Union Square (Stockton to Powell), Union Square sidewalk directional elements, informational kiosks, single banners on lightpoles, and Post Street Promenade signage.



■Sidewalk Widening
■Street Trees
■Historic Streetlights
■Transit Improvements
■Fixed Newsracks

■Corner Clear Zones
■Awnings
■Sidewalk Markers
■Building Zone Planters

■Banners
■Tourist Signage
■Information Kiosks
■Promenade Signage

Post Street Concept Diagram

■Geary Street:

Geary Street, while one of the City's most imageable major east-west streets, is not as prominent in the Union Square area. Unlike Stockton and Powell, Geary is not a primary pedestrian connection. It is important, though, as one of Union Square's perimeter streets, as a significant transit loading street, and because it has some of the largest retail outlets in the City. Pedestrian volumes are moderate and congestion limited to the area adjacent to Union Square and the bus stops at Stockton and Kearny.

Geary Street Transit Improvements

The design for Geary focuses on highlighting the connection to Union Square by widening the sidewalk opposite the Square (Powell to Stockton) and improving the bus loading areas at Kearny and Stockton with wider sidewalks and street furniture. Additional improvements include Union Square sidewalk directional elements and information kiosks.

■Union Square Base Case Streets:

Mason Street is chock-a-block with hotels, from high-end (Nikko, Hilton, Parc 55, Donatello) hoteliers through mid range hotels/motels, to the AYH youth hostel and a number of single-room occupancy hotels. It also has a number of restaurants, automotive oriented services (garage, car rental outlets), and theatres. It marks the boundary of this subarea, and serves as entryway to the Theatre district, and to the Tenderloin. As it is the edge between the Union Square and the Tenderloin, the Mason Street design should not be a "wall" between the two districts.

It is as important that the east-west streets, O'Farrell, Ellis, Sutter and Eddy, are conceived of as links between the districts too. The existing conditions on these streets are relatively nondescript. They each have a mix of uses, including some hotel/motel, tourist oriented restaurants, and a number of retail jewelry centers. O'Farrell also provides access to Macy's and other retailers and has a great view to St. Mary's Cathedral. Sutter has some higher-end hotels and stores, art galleries, and medical buildings.

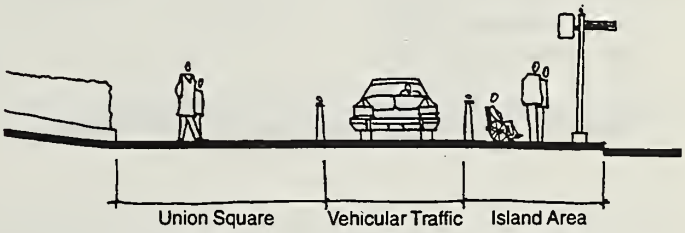
In addition to the standard Base Case improvements, tourist-oriented informational signage is recommended for Mason, transit improvements for O'Farrell and Sutter, Union Square sidewalk directional elements for O'Farrell, and sidewalk cafes for Ellis Street (taking advantage of its low pedestrian volumes, good sunlight, and proximity to significant tourist destinations).

■Union Square:

In addition to the pedestrian improvements for the *Second Level Streets*, separate treatments are proposed for the streets surrounding Union Square itself - Powell, Post, Stockton, and Geary as they border Union Square. Adjacent sidewalks facing the square should be widened, if possible, and pedestrian amenities such as benches and seasonal plantings installed. These plantings might be in planters on the street or in planters suspended from the light standards. Trees on streets adjacent to the square are discouraged so as to not distract from the dramatic trees in the Square itself.

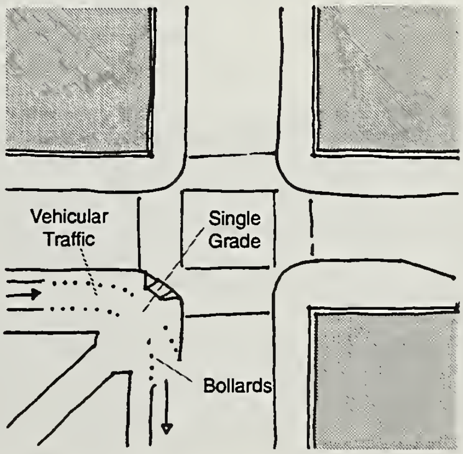
The crosswalk areas adjacent to Union Square are hazardous to pedestrians. Currently, the waiting islands are small and inaccessible as well as between two lanes of traffic. They should be redesigned to include more pedestrian queuing space. Regrading the crosswalk, island, and traffic lanes to the same level will permit full accessibility for the island and signal to drivers that they are crossing pedestrian space.

Union Square Corner: Exisiting Conditions



Union Square Corner Improvements

Union Square itself could be made more accessible by adding additional pedestrian entries at mid-block. The park could be visually opened up by removing or lowering the box hedges that divide Union Square into a rabbit warren of small semi-private open spaces.

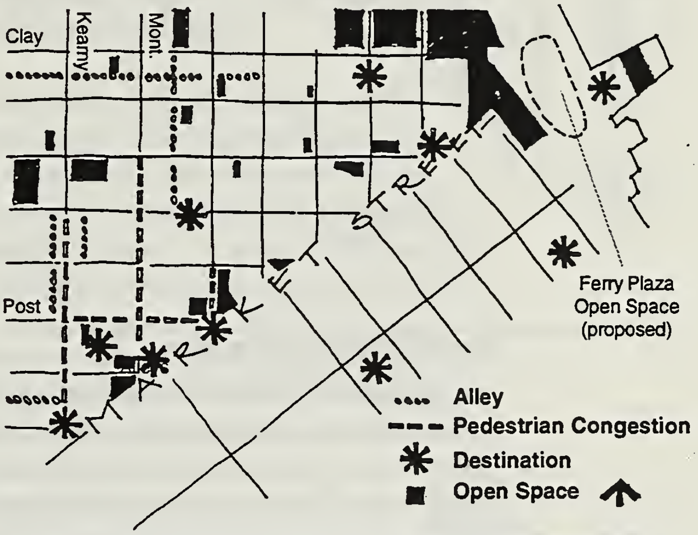


Union Square Corner

Financial District Improvements

The Financial District is the City's commercial core. It is marked by large office buildings, private open spaces, and considerable pedestrian traffic during the lunch and commute peak periods. In the Financial District, there are few unifying streetscape elements like the Golden Triangle streetlights in the Union Square area. Improvements in the area are often distinct and private architectural statements. As a result, the streetscape of the Financial District suffers from a lack of public definition. The high pedestrian volumes also suggest that it is essential for the plan to consider design solutions which minimize obstructions in addition to those which add amenities.

Pedestrian congestion is most critical on north-south connection streets, especially Montgomery, Kearny, and Sansome, and east-west connections to lunchtime services such as Bush and Sutter. Congestion on these streets is exacerbated by the many obstructions and high vehicular volumes. Accident levels on both Kearny and Montgomery reflect these problems, particularly at the intersections.



Financial District Analysis and Open Space Diagram

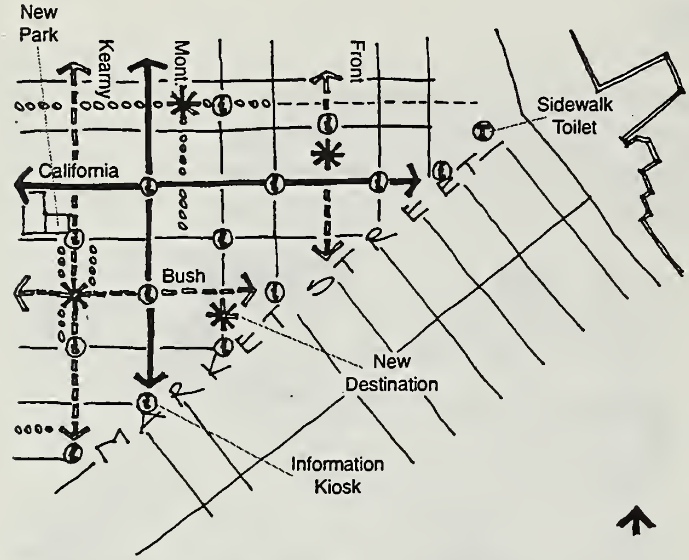
Significant destinations in the area include the Justin Hermann Plaza open space, the Embarcadero Center (offices and retail), the Crocker Galleria shopping center, the Montgomery BART/Muni Metro station, the cable car stop at California and Drumm, the Ferry Building, the landmark Pacific Stock Exchange, and the many lunchtime open spaces, including the alleys. Of the many open spaces, a few (Justin Hermann and Mechanic's Plazas and St. Mary's Square) are publicly owned; while the rest, such as the Crocker roof garden, are privately owned but publicly accessible. Some means of identifying these locations and better connecting them to the pedestrian network would be very useful since many are difficult to find.

Similarly, transit connections in the area are important. Over 65% of district workers use carpools, MUNI, BART, and other transit services. Transit hubs include the underground stations and surface stops at Kearny/Geary, Kearny/Sutter, Davis/Pine, and along Sacramento Street.

Financial District Ped. Issues:

- **Pedestrian Congestion on Kearny, Montgomery, Sansome, and Sutter**
- **Pedestrian Safety on Montgomery, Kearny, and Sutter**
- **Transit Connections**
- **Pedestrian Orientation/Open Space ID**
- **Streetscape Character/Pedestrian Amenities**

Financial District



Financial District Design Plan

The design plan for the area has five major functions: improve pedestrian safety, minimize obstructions, connect and enhance open spaces, clarify transit connections, and unify the streetscape. Montgomery and California are the focal point, *Special Streets*. Montgomery is among the most important pedestrian connection streets downtown, and both streets have citywide symbolic importance. Complementing these streets are the *Second Level Streets*, Kearny, Bush, and Front. Each of these has important pedestrian functions, particularly lunchtime services on Front and Kearny.

Pedestrian safety is of particular concern in the Financial District given the high volumes of pedestrians in the area. The Barnes Dance crosswalks on Montgomery Street are an effective solution for improving crossing conditions and should be explored at other locations in the district. A ban on right turns during the red phase is also recommended for all intersections. Minimizing obstructions on heavily congested streets will also provide a safer pedestrian environment while creating more pedestrian through movement space. Street element restrictions are recommended for congested streets and are included in the streetscape element

Financial District Design Elements:

- **Ban on Right Turns During Red Phase at Dangerous Intersections.**
- **Minimize Pedestrian Obstructions/ Street Element Restrictions on Montgomery and Kearny.**
- **Historic Streetlights**
- **Street Trees**
- **Pedestrian Orientation Signage with Emphasis on Transit and Open Space.**
- **Sidewalk Widening Snippets on Kearny and Front.**
- **Sidewalk Widening on California Street**
- **Create Lunchtime Destination Nodes on Kearny, Front, Sansome, and Alleyways.**
- **Encourage New Open Space at Kearny/Pine.**
- **Transit Improvements at Kearny/Geary, Kearny/Sutter, Pine/Davis, on Sacramento, and on California.**
- **Encourage Pedestrian Amenities like Benches and Sidewalk Cafes.**
- **Art in the Public Right-of-way Program.**

placement guidelines. Implementation funds will be directed at moving unnecessary obstructions from within corner clear zones. The initial focus will be on the most congested streets, Kearny and Montgomery, and will eventually include all of the corners in the district.

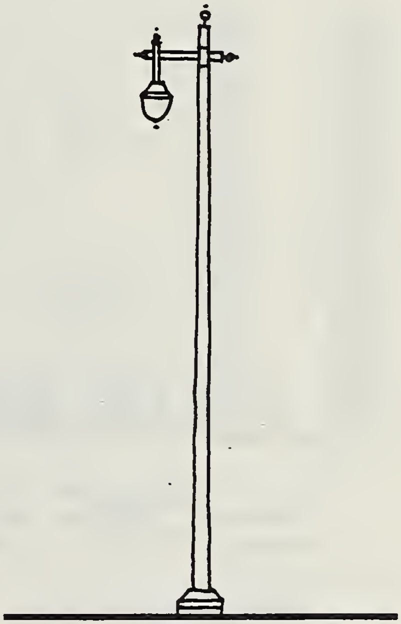
Lunchtime destination nodes throughout the area, some oriented to open space opportunities and others centered on lunchtime services, should be highlighted. A district map indicating major commercial nodes, open spaces, and public art should be developed and placed throughout the district with corresponding signage for noted destinations.

The plan proposes an enhancement of the Downtown Plan goal that no person in the downtown be more than two blocks from a pleasant open space by creating new open spaces as well. New open space nodes are suggested for Kearny Street and Front Street through the creation of sidewalk widening, snippets of open space, on Sansome Street with a lunchtime street closure/mall, and on the Destination Alleys (Belden, Claude, St. George, and Commercial) with a special focus on the nexus of alleys and a proposed new park at Kearny and Bush,.

The transit improvements are directed at facilitating easier access to transit and providing better accomodations at transit hubs. Within the Financial District, the general pedestrian signage system developed for the downtown area will focus on clarifying the transit connections and providing system information. Improvements at specific transit hubs will include sidewalk widening at key stops at Geary/Kearny and Kearny/Sutter and providing amenities at the express stops at Pine/Davis, on Sacramento Street, and along the cable car route on California Street.

Throughout the district, amenities that enliven the streetscape are encouraged. Cobra streetlights should be replaced with teardrop, Esplandade-style historic streetlights. Property owners are encouraged to install street trees, public art, decorative sidewalks, sidewalk cafes, and benches in the public right-of-way, as well as to provide creative seating opportunities on steps, ledges, and other elements that enliven the building edge.

In particular, a public art program that incorporates both permanent and temporary installations is strongly encouraged. This art plan could include Jenny Holzer or Barbara Krueger-style word/image displays on building faces, empty storefronts, or LED signs, a rotating banner program, or a series of art installations similar to the Art in Transit program.

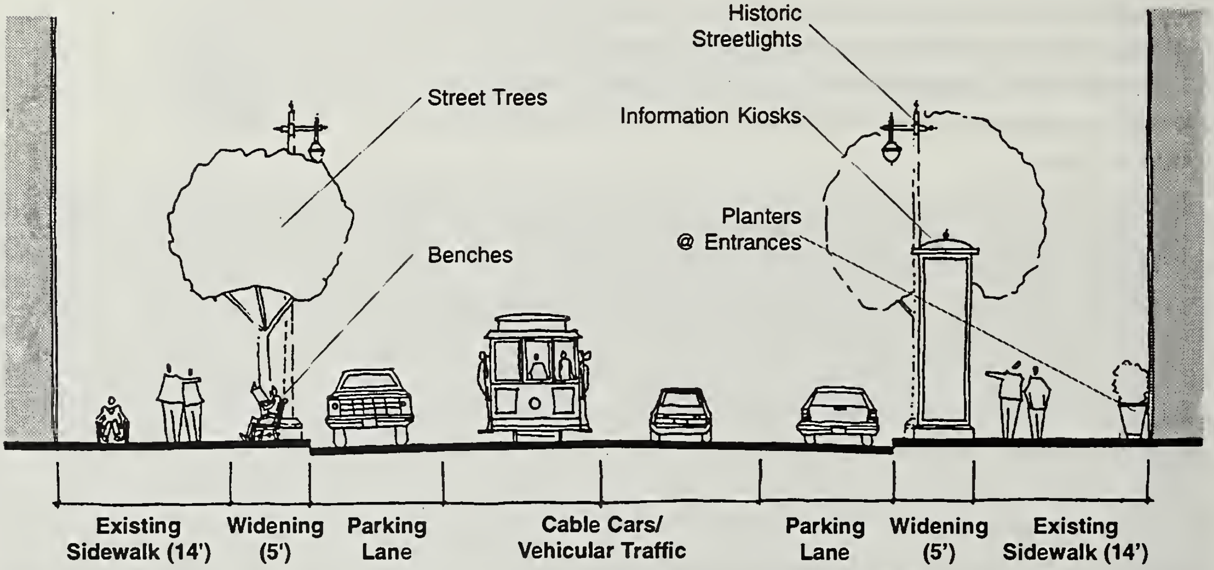


Teardrop Light

■California Street:

California Street is designated a *Special Street* because it is historically prominant, is an important business address, and is a tourist destination because of the cable cars and connection to Nob Hill and the Bay. Physically, California is wider and the sidewalks more generous than elsewhere in the district. Although the buildings are large, the street still has a spacious character. California feels unique too as the cable cars climb towards Nob Hill or, reversing direction, descend towards the Bay (with the Bay Bridge appearing in the distance).

Treatments on California Street are designed to highlight its hybrid character as both a tourist location and business address. The design includes historic elements such as historic streetlights and amenities such as benches, kiosks, tourist signage, and a public toilet near the Cable Car stop at Drumm. Although the width of the right-of-way and the traffic flows are consistent between Kearny and Drumm, the existing sidewalks on California vary from 19' between Montgomery and Sansome to 14' on most other blocks. Given the importance of the street and its potential as a pedestrian destination, the remaining 14' sidewalks should be widened to match the 19' sidewalk. This widening would occur on every block except for the Montgomery/Sansome block.



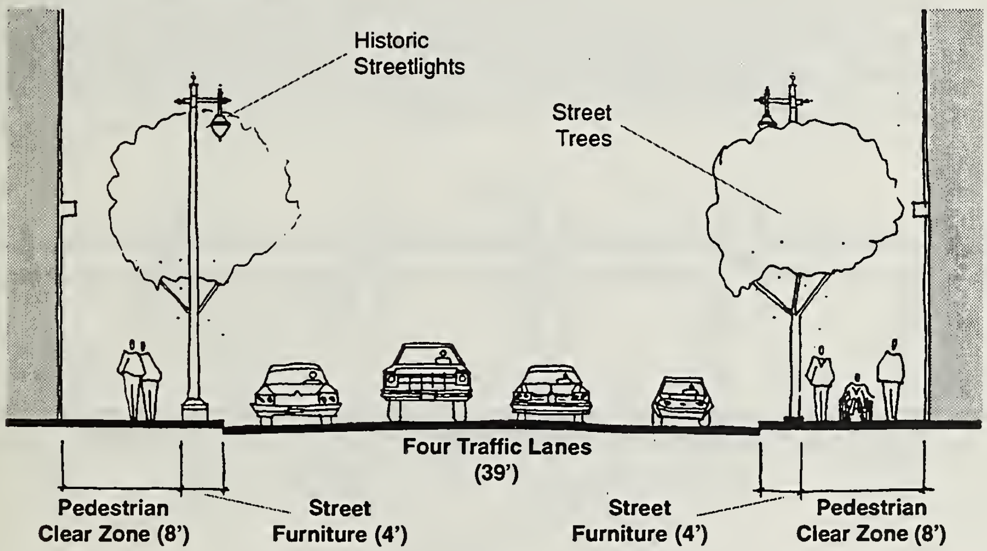
- ■Unique Streetscape
- ■Street Trees
- ■Historic Street Lights
- ■Fixed Newsracks
- ■Trashcans
- ■Sidewalk Widening
- ■Corner Clear Zone
- ■Benches
- ■Street Artists
- ■Sidewalk Cafes
- ■Kiosks
- ■Sidewalk Vendors
- ■Sidewalk Toilets
- ■Awnings
- ■Pedestrian Signage
- ■Flowerstands

California Street Concept Diagram

■Montgomery Street:

Montgomery Street, the "Wall Street of the West," is the spine of the Financial District. Reflecting its symbolic importance, Montgomery is designated a *Special Street*.. The predominant high rises create a canyon effect which is exacerbated by the the high pedestrian volumes, narrow sidewalks, and significant automobile traffic. The street frontages are primarily corporate lobbies with some a few retail outlets and a number of banks. As such, the street is used for through movement, particularly during the commute peaks. Among the few activities on the sidewalk are the smokers who stand near the curb. Indeed obstructions abound including newsracks, newsstands, and planters. The accident rate is high at the intersections as well as mid-block. Perhaps the narrow right-of-way encourages more jaywalking than on other streets. Since there is no parking lane buffer, any foray into the street space is inherently dangerous. While the Barnes Dance crosswalks have reduced intersection accidents, it does require a lot of corner queuing space which Montgomery Street does not have, and it is extremely dangerous to wait off the curb with cars speeding past.

The first focus on Montgomery Street is to ensure pedestrian through movement with sidewalk element restrictions including replacing the existing planters with in-ground street trees and mandatory pedestal-mount newsracks.



- ■**Unique Streetscape**
- ■**Street Trees**
- ■**Historic Street Lights**
- ■**Fixed Newsracks**
- ■**Corner Clear Zone**
- ■**Corner Bulbs**
- ■**Sidewalk Element Restrictions**
- ■**Public Art Program**
- ■**Pedestrian Signage**

Montgomery Street Concept Diagram

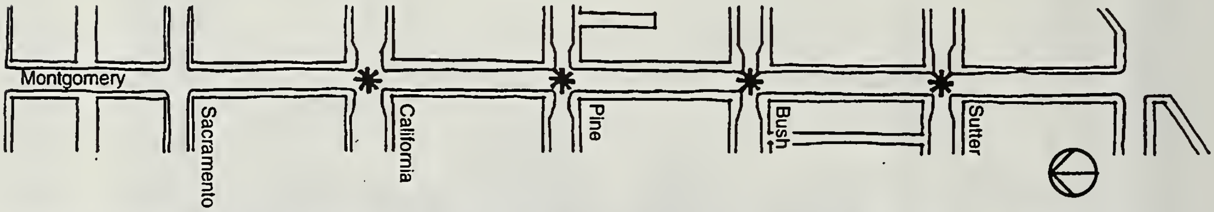
Financial District

The "Wall Street of the West"

In order to resolve the queuing space problems, cross street sidewalk widenings are recommended (depending on traffic requirements). These widenings will provide more space while preserving the needed traffic lanes on Montgomery. As long-term solution, an investigation into routing the vehicular traffic differently so as to permit sidewalk widening on Montgomery is also suggested.

Pedestrian amenity opportunities are limited. Exisiting cobra streetlights should be replaced with historic fixtures and the sidewalk repaved with a decorative treatment. Additional sidewalk space should also be provided by removing the many large planters on the street and replacing them with in-ground trees and decorative tree grates. Plantings in building setbacks would also add color to the street.

In order to enliven the often grey streetscape, rotating art programs which enrich the pedestrian experience but do not take away from the already limited sidewalk space are recommended. Information about downtown activities could be made available through digital displays (similar to those used stock market tickers).

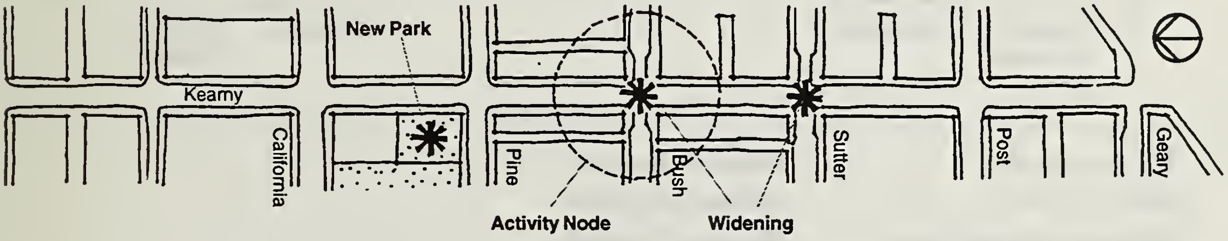


Suggested Montgomery Street Pedestrian Safety Corner Bulb Locations

■Kearny Street

Kearny Street is a seam, knitting together the Financial and Union Square/retail districts. The west side of the street is part of the Union Square area and is marked by smaller-scale, historic office/retail buildings, while the east side is the edge of the Financial District and is home to a number of large office towers. Due to its location, Kearny is an important street for services and quick food. Lunchtime volumes are very significant given the large number of restaurants and cafes, and commute volumes are high too, particularly for surface transit connections. Kearny also has one of the better views in the area as Coit Tower stands as a beacon to the north. Street conditions on Kearny, though, are compromised by the high volume of pedestrians and the abundant obstructions ranging from bus shelters to newsracks. As a result, it is a street with significant safety concerns.

The design suggestions for Kearny begin with the safety issues and include restrictions on sidewalk obstructions and the installation of north-south corner bulbs to reduce crosswalk distances on the cross streets. These bulbs can serve a dual function as snippets of open space too, thereby complementing Kearny's important lunchtime functions. Similarly, the plan envisions that the nexus of destination alleys at Bush Street combined with the sidewalk widening will make that corner a significant lunchtime destination. Continuing this theme, the empty lot on the northwest corner at Pine is opportunity site for an open space (with good southern exposure) that could connect to St. Mary's Square. Pedestrian amenities on the street would include pedestal-mount newsracks, street trees, Golden Triangle streetlights, and outdoor seating outside of the public right-of-way.

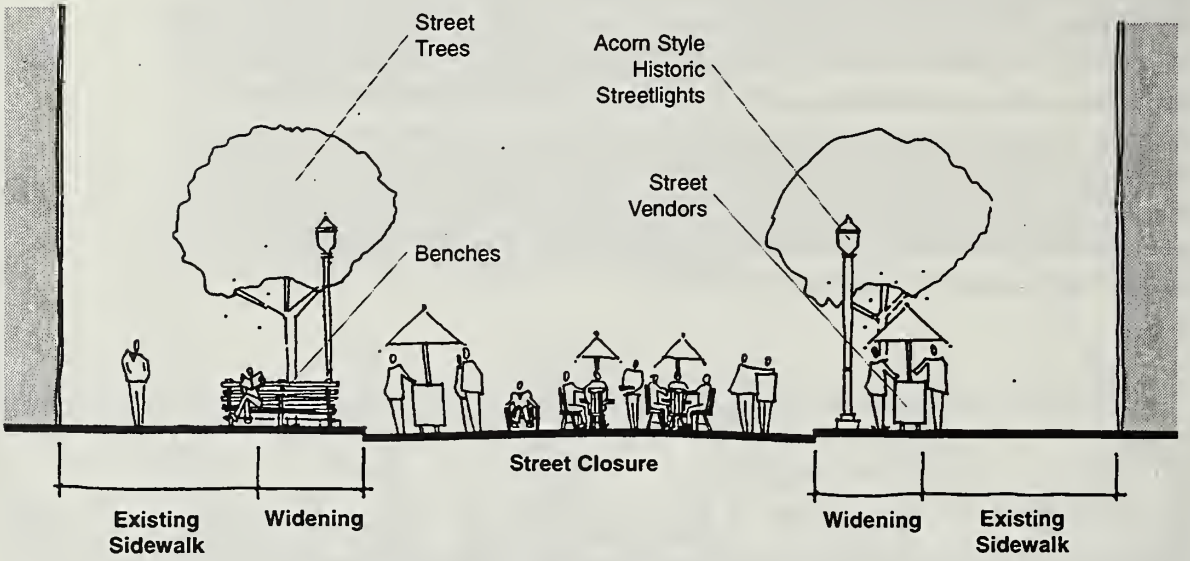


- ■Sidewalk Widening
- ■Street Trees
- ■Historic Streetlights
- ■Element Restrictions
- ■Fixed Newsracks
- ■Corner Clear Zones
- ■Transit Improvements
- ■Pocket Park at Pine
- ■Pedestrian Signage

Kearny Street Concept Diagram

■Front Street:

Front Street is a *Second Level* street that is an important connection to the Embarcadero Center and is the focal point of the Front-California Conservation District. The smaller-scale historic buildings, restaurants, and existing open space snippet, make Front Street a popular lunchtime destination. In addition to the standard Second Level Street Improvements on Front Street, a continuation of the existing corner widening/snippet pattern is recommended. Given the low vehicular volumes on the street, a lunchtime street closure which complements the snippets should be explored.



- **Corner Bulbs**
- **Street Trees**
- **Historic Streetlights**
- **Lunchtime Street Closure**
- **Fixed Newsracks**
- **Street Vendors**
- **Sidewalk Cafes**
- **Paving Variation**
- **Pedestrian Signage**
- **Benches**

Front Street Concept Diagram

■Bush Street:

Bush is a prominent business address and has a mix of notable historic buildings and modern high rises. Pedestrian volumes are highest during the lunch peak since Bush is a popular connection to Kearny, Belden, Trinity and other significant lunchtime destinations. Suggested improvements on Bush include standard *Second Level* elements including street trees, paving variation, benches, information kiosks, pedestrian signage, and sidewalk cafes.

■Financial District Base Case Streets:

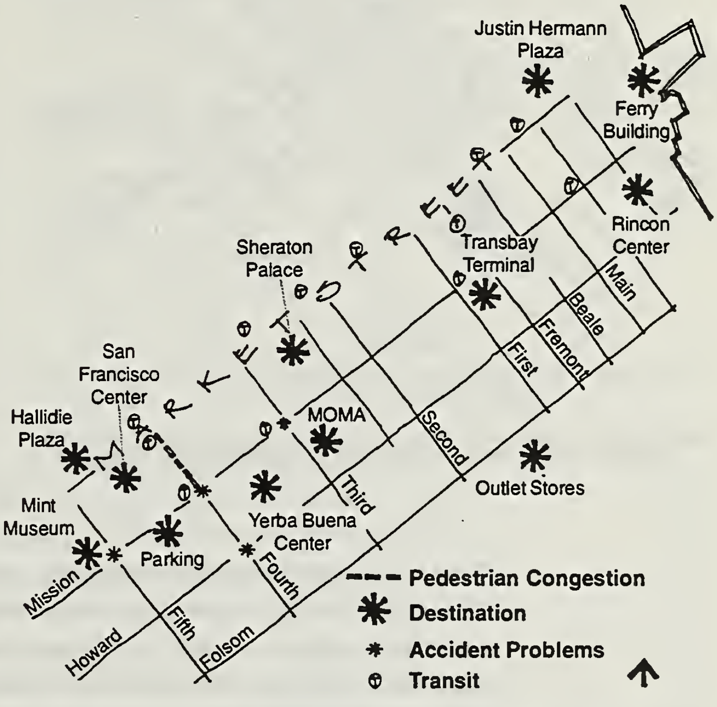
Drumm, Davis, Battery, Pine, and Clay are classified as *Base Case Streets*. All of these streets carry moderate volumes of pedestrian traffic with the north-south streets having the highest volumes during the commute peaks, and east-west streets carrying higher volumes during the lunchtime. Streets such as Drumm and Davis tend to more modern buildings and corporate streetscape treatments.

Sansome is also a *Base Case* street although it has a significant pedestrian activity node as well. Sansome between Sutter and Bush is host to two popular open space destinations. Since it carries little vehicular traffic, the street would be enhanced with a lunchtime street closure.

South of Market Improvements

Unlike the Union Square and Financial Districts, the south of Market area is not easily definable. There are at least three sub-districts in the South of Market area, each with its own unique character and scale. The office district between First and The Embarcadero is characterized by smaller blocks, office towers, and a generally corporate-style aesthetic. The Second Street area is marked by large blocks and smaller, historic buildings. And, the Yerba Buena Center area has neither blocks nor buildings at a pedestrian scale.

The south of Market area is also an area undergoing significant change. Improvements along The Embarcadero, at Rincon Center, at Hills Plaza, and towards South Beach (including the soon-to-be constructed Rincon Park) have made Steuart Street a vibrant pedestrian street and a connection to points south. The rebirth of the South Park, the development of the many new wholesale outlet stores, and the emergence of "Multi-Media Gulch" south of Folsom have highlighted the importance of the Second Street Corridor. Possible changes in location of the Transbay Terminal and the construction of a new Caltrain station have the potential to dramatically affect Beale, Fremont, and First Streets. And, the development of the Yerba Buena Center complex should transform Third and Fourth Streets into important pedestrian corridors.

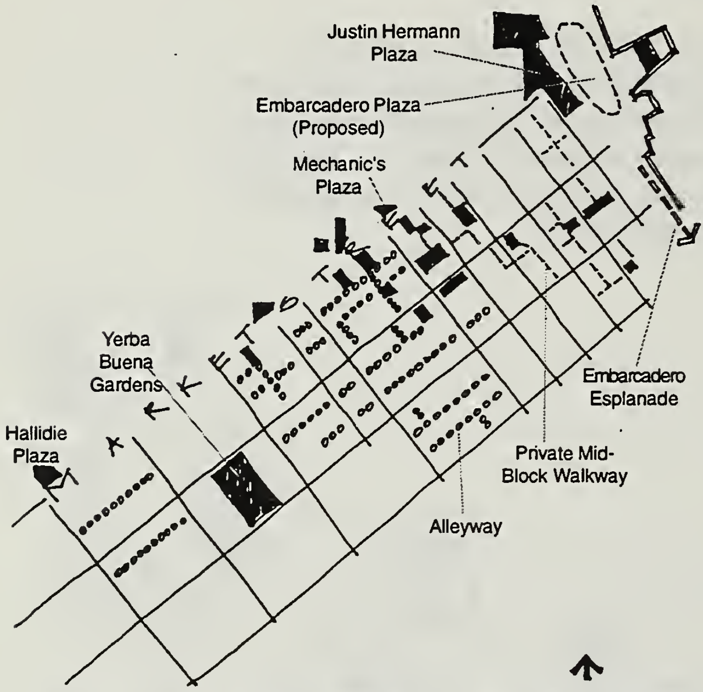


South of Market Analysis and Destination Diagram

Existing conditions in the south of Market area are varied too. Within the office area, the sidewalks have a variety of privately sponsored improvements including healthy street trees and decorative sidewalk treatments. There is also a series of interconnected, privately maintained open spaces and pedestrian walkthroughs that begin at Steuart and continue to Fremont. These spaces serve the lunch crowd and there are a number of restaurants and cafes within in them. The area surrounding Spear, Stuart, and Mission Streets is especially vibrant.

Elsewhere in the district, the scale of the streets is distinctly non-pedestrian. Many of the streets are primarily oriented to high-speed vehicular traffic which, combined with the wide right-of-ways has created a number of accident problems, especially at intersections. The dangerous intersections are centered on the areas of Mission, Howard, Fourth, and Third on which there are a number of pedestrian uses including for the elderly. Reflecting the automobile scale of the district, the streetscape outside of the SOMA Financial District area is very nondescript and unfriendly for pedestrians. There are few healthy street trees, the lights are

South of Market



South of Market Open Space and Alleyways Diagram

cobra-style, the sidewalks in disrepair, and many of the sidewalks are narrow (10'), causing simple amenities such as bus shelters to be major obstructions.

The Transbay Terminal on Mission between Fremont and First is a transit hub for thousands of commuters most of whom connect to it from Fremont, First, and Ecker. It is an area in need of improvement and is a potential area for an open space. Adjacent to the Terminal, Fremont Street at Market is also a primery loading point for outbound Muni lines. The Terminal is also the center of an area within which Mission Street is undefined from First through to Third as the character of the street changes from office buildings to the large-scale YBC. Nonetheless, Mission Street is the common denominator within the district. Although, the physical character of the fronting properties changes, Mission Street retains its important pedestrian and transit functions.

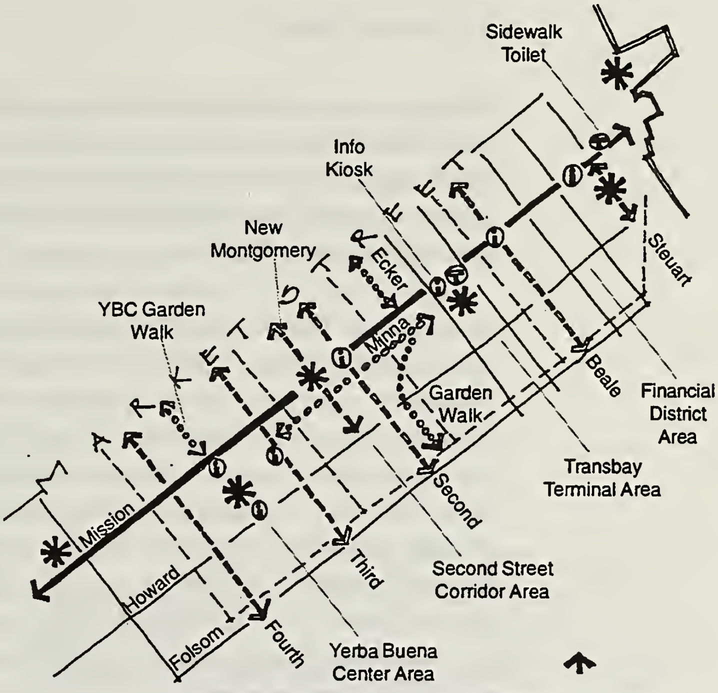
YBC is also a transitional area marking the edge between a more commercial area to the east and an area with some housing to the west. Within YBC itself there are a number of high-rise housing developments, many of which serve special needs. Third and Fourth have become the primary pedestrian routes for many of these residents creating numerous safety conflicts between the high traffic volumes and the slower moving pedestrians. Blank walls, narrow sidewalks, and high vehicular volumes render Third Street and the YBC cultural buildings remarkably unfriendly to pedestrians (particularly SFMOMA). One solution to this problem is suggested by the pedestrian arcade on Third between Howard and Folsom. Visually, the area around the YBC is strongly connected to the Transbay Terminal along Minna Street. The Transbay portal beckons and suggests that Minna could be an important pedestrian to regional transit link. Similarly, Natoma could be a secondary link to the Museum of Modern Art provided that the pedestrian link to Third is maintained whether by the existing street or with a pedestrian arcade within the proposed new development adjacent to the museum. This link would preserve the the pedestrian character and arts businesses on Natoma.

South of Market Ped. Issues:

- **Pedestrian Safety on Third, Fourth, Mission, and Howard**
- **Pedestrian Congestion on Fourth**
- **Transit Connections**
- **Vehicular Scale Streets**
- **Narrow Sidewalks in Poor Repair**
- **Streetscape Character/Pedestrian Amenities**
- **Pedestrian Orientation/Open Space ID**

From a pedestrian perspective, the scale of the south of Market area streets can be quite daunting. As a result, many of the alleys and informal, midblock shortcuts are popular. The right-of-way below the Terminal Separator Structure is particularly inviting. It could serve as an important, alternative pedestrian link to between the Financial District, the Transbay Terminal, and the "multimedia gulch" area towards South Park.

The design ideas for the south of Market area focuses on three important goals: improving pedestrian safety, especially at the dangerous intersections on Third and Fourth Streets, reducing the scale of the pedestrian network in the area, and highlighting and creating pedestrian activity nodes centered on Steuart Street/Rincon Center, the Transbay Terminal, and YBC.



South of Market Design Plan

Mission Street is the focal point, *Special Street* of the south of Market district since it connects all of the activity nodes, is the primary transit street, and is symbolically important. The *Second Level Streets*, Beale, Fourth, New Montgomery, Second, Steuart, and Third reinforce the activity node and pedestrian safety goals, while the proposed Minna, Garden, and Yerba Buena Center garden walkways provide alternative routes. Likewise, the pedestrian scale of the alleys throughout the south of Market area suggests their promotion as pedestrian routes. Finally, a series of streetscape elements such as street trees and historic streetlights will help to unify and soften the pedestrian realm and mitigate some of the effects of the traffic volumes.

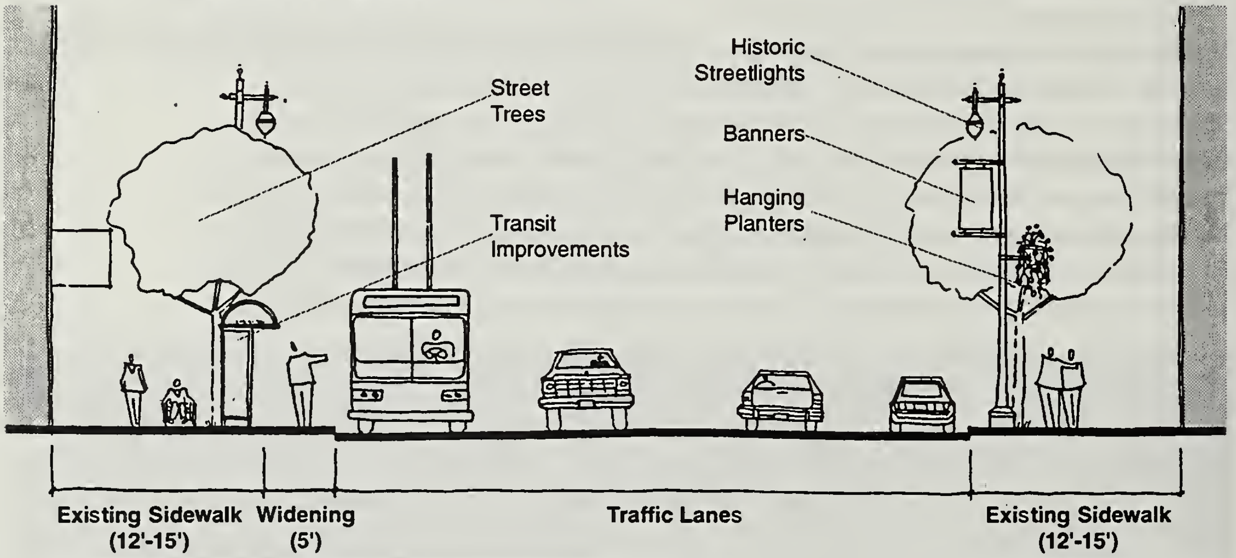
South of Market Area Design Elements:

- **Ban on Right Turns During Red Phase at Dangerous Intersections on Third and Fourth.**
- **Sidewalk Widening on Fourth and Steuart**
- **Historic Streetlights.**
- **Intersection Changes on Fourth and Third.**
- **Transit Improvement on Mission and Fourth.**
- **Street Trees.**
- **Historic Streetlights.**
- **Pedestrian Orientation Signage with Emphasis on Transit and Open Space.**
- **Mid-Block Walkways to Reduce Street Scale.**
- **Encourage Pedestrian Amenities like Benches and Sidewalk Cafes.**
- **Art in the Public Right-of-way Program.**

■Mission Street:

Mission Street is the thread of the South of Market area. It weaves the district together from the Embarcadero to Van Ness and beyond. This link is both symbolic and physical, with both transit and visual clues. Although the character of the street changes as it transitions from district to district, its pedestrian functions remain relatively constant, and as a Transit Preferential Street, Mission carries less automobile traffic than the other SOMA streets.

As the *Special Street* for the South of Market area, the entire length of Mission Street in the study area (and beyond) should receive a special, unified streetscape treatment that reinforces Mission as the primary east-west pedestrian street in the area. Consistent street improvements should be installed including street trees, light standards (at both auto and pedestrian scale), and special paving patterns. Targeted improvements at transit stops including bus bulbs, transit info, trees, and lighting will create safer and more pleasant areas for transit users. The citywide symbolic importance of Mission Street suggest an art program that relates the street to its many districts. Art from the community could be incorporated into the streetscape with banners, murals, and with sidewalk inlays. Additional treatments that reflect the different subareas could also be applied as is currently evident in the Financial area. These improvements would range from snippets in the Second Street Corridor to seasonal planting in the median and cultural banners in YBC.

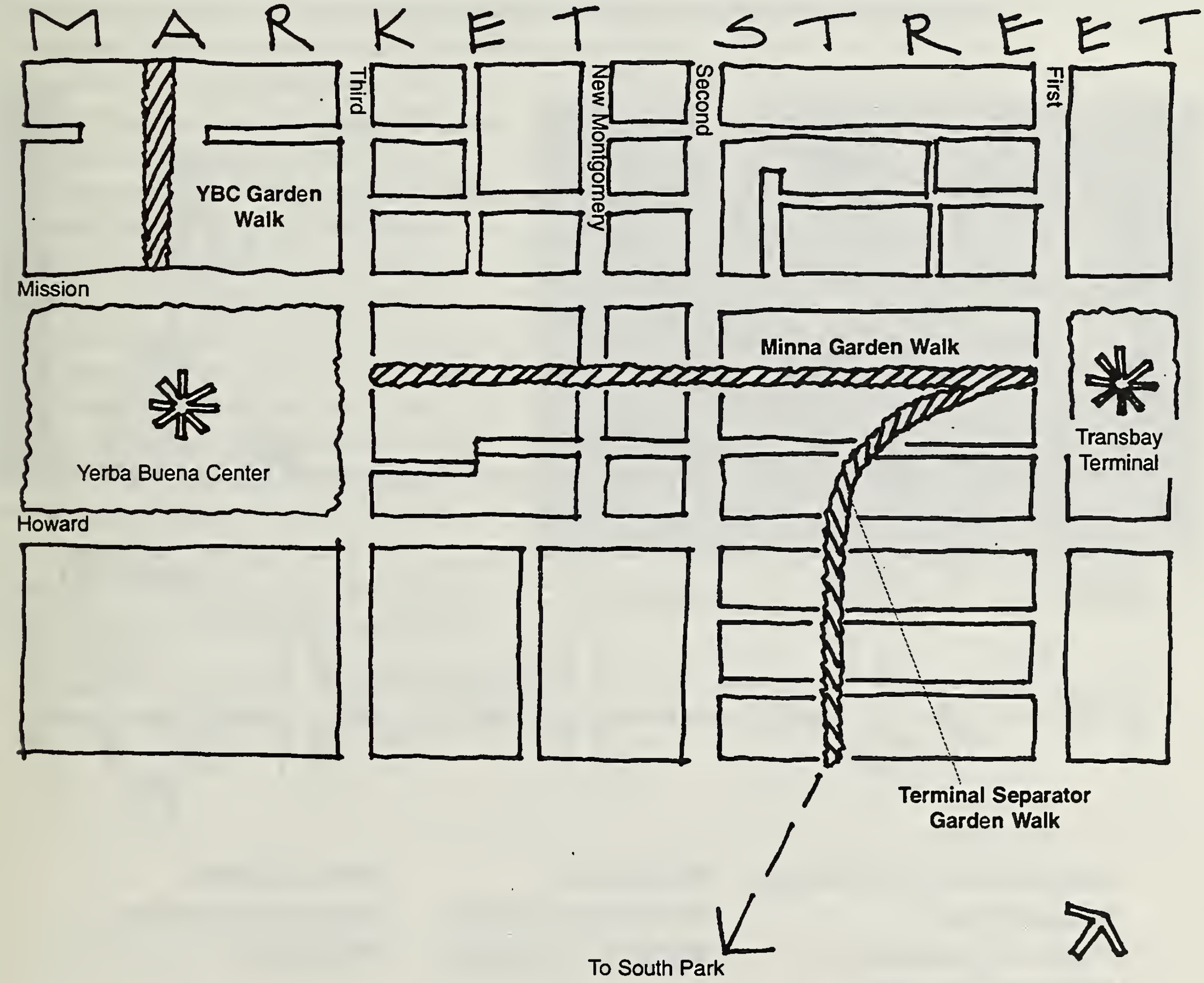


- ■**Unique Streetscape**
- ■**Street Trees**
- ■**Historic Streetlights**
- ■**Fixed Newsracks**
- ■**Trashcans**
- ■**Transit Stop Bulbs**
- ■**Corner Clear Zone**
- ■**Benches**
- ■**Distinctive Paving**
- ■**Banners**
- ■**Kiosks**
- ■**Sidewalk Vendors**
- ■**Sidewalk Toilets**
- ■**Awnings**
- ■**Pedestrian Signage**
- ■**Flowerstands**
- ■**Public Art**

Mission Street Concept Diagram

■Garden Walkways:

To complement the primary streets and reduce the scale of the South of Market area, three new garden walkways are suggested within the YBC and the surrouding areas. The first would connect to Market Street near Grant Avenue thereby reinforcing the connection to Grant and to Chinatown beyond. The second, along Minna Street, connects YBC and the TransBay Terminal. The third would be within the Second Street corridor and would run along the Terminal Separator right-of-way. The garden walkways are envisioned as green paths with abundant trees and other plantings, as well as sitting areas and pedestrian-scaled lighting.

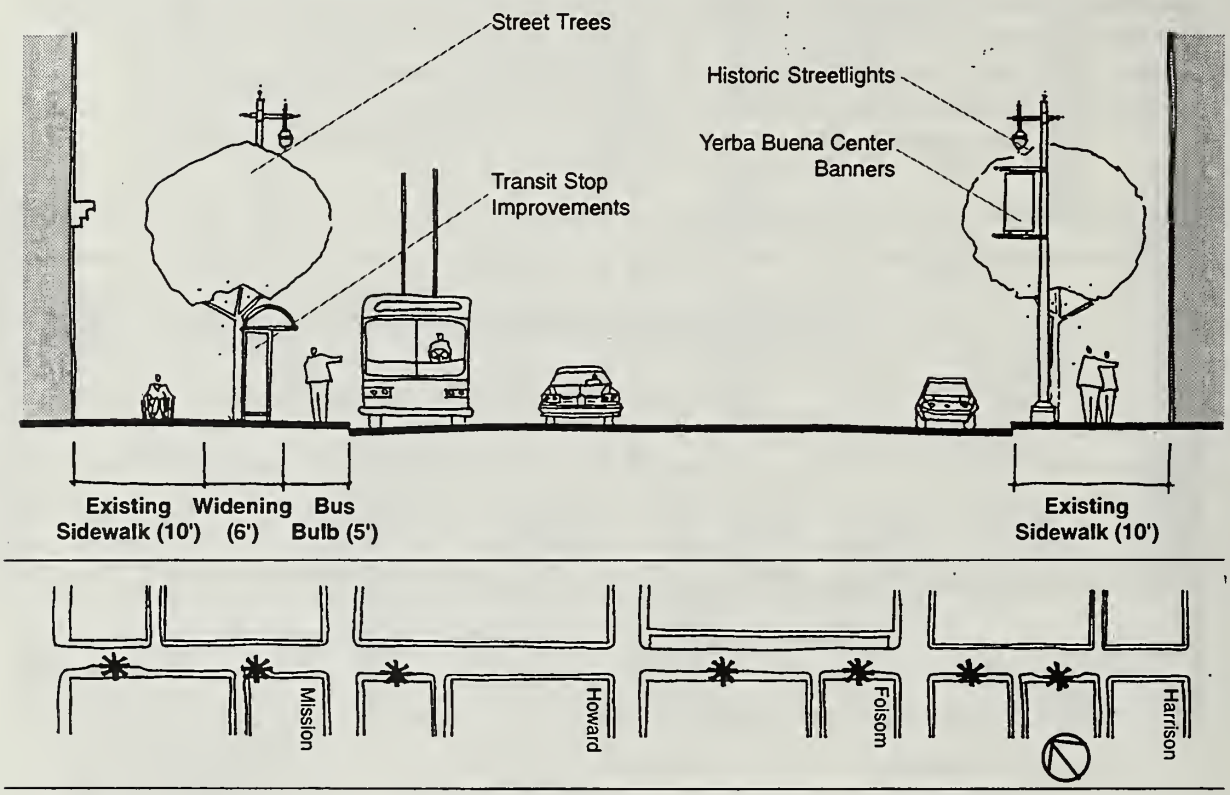


Mid-Block Garden Walks Diagram

■Yerba Buena Center:

The YBC district is noteworthy for its numerous cultural and visitor pedestrian destinations and for its large scale. The plan envisions that the streets within the YBC highlight the cultural character of the area with rotating public art programs including banners and cultural/ art signage. This signage should be combined with an overall pedestrian signage and marker program for the area which will demarcate the gateways to the YBC and help orient the many visitors who move through the area on their way to the museums, the convention center, and the gardens.

In addition to these treatments, sidewalk widenings (with bus bulbs), crosswalk adjustments, and transit improvements are suggested to improve pedestrian safety Fourth Street. The crosswalk adjustments could include pedestrian safety signage, longer crossing times, right turn on red bans, and Barnes Dance signal timing. Anticipating increased pedestrian usage on Third Street, similar treatments should be explored there too.



- ■Widen Sidewalk to Harrison
- ■Street Trees
- ■Historic Streetlights
- ■Fixed Newsracks
- ■Trashcans
- ■Sidewalk Widening
- ■Corner Clear Zone
- ■YBC Banners
- ■Pedestrian Signage
- ■Public Art

Fourth Street Sidewalk Widening Locations Map and Market Street Street Section Diagram

■Second Street Corridor:

Second Street is important as an area with a number of historic buildings extending to Folsom, as a business location (as evidenced by the recently constructed Marathon Plaza at Folsom and a host of proposed developments), and as a connection to South Park and other developing south of Market areas. On New Montgomery, the historic character, scale, and street level uses suggest that it is a pedestrian-friendly area, although there is a significant amount of traffic volume on the street as it is a short-cut through the south of Market (with Hawthorne) to the freeways. Hawthorne itself has a pleasant smaller scale and pedestrian potential, except it is also a high volume vehicular street.

The small, historic scale of the Second Street Corridor area suggests its usage as a pedestrian-oriented service area for both the YBC to the west and the TransBay Terminal area to the east. Pedestrian-oriented retail establishments such as restaurants and sidewalk cafes are especially encouraged. Moreover, in response to the open space deficiency area as outlined in the Downtown Plan, the proposed garden walks and suggested design treatments on the sidewalks will create more usable open space. The Second Street area in itself could be an activity node as opposed to having one specific place within it as the node. The Second Street area could be utilized as a web to tie together the YBC and Transbay Terminal areas. By focusing pedestrian services and activities in the Second Street area, this fine grain district could serve the larger scale areas to the east and west while also providing important pedestrian connections. Design treatments will complement the historic character of the area. They include historic streetlights, street trees, sidewalk cafes, benches and other sidewalk sitting areas, and historical/informational signage.

Sidewalk Seating Opportunities on Second Street

Transbay Terminal Open Space Opportunity Site

■Transbay Terminal Area:

Transit and open space are the two primary issues within this activity area. Given the questions about the future of the Terminal structure, though, it is difficult to suggest long-term design solutions. The plan focuses on three objectives: retaining the area in front of the Terminal or other suitable areas for much needed open space, retaining the area in the Terminal Separator right-of-way for a garden walk pedestrian connection and open space, and promoting transit stop improvements on Fremont Street.

■Financial Area/Rincon Center:

The character of the streetscape in this area is very corporate. Large buildings with architectural statements in the public right-of-way including decorative paving, open spaces, and street trees. Pedestrian volumes are high during the lunch peak, but services are often hidden as the street frontages are mostly lobby spaces. Given the relatively good condition of the streetscape in this district, additional treatments are limited to *Second Level* improvements on Beale Street, pedestrian signage and the encouragement of appropriately placed furniture such as benches. Centrally located to a number of private open spaces (including some proposed new spaces within the old freeway right-of-way), Beale Street has the potential to become a very attractive *Second Level Street.* Its pedestrian potential is enhanced by the realtively low traffic volumes on the street compared to other south of Market streets. The importance of Beale Street would be highlighted by the construction of the proposed Caltrain station, the new Transbay Terminal, and the proposed Arena project.

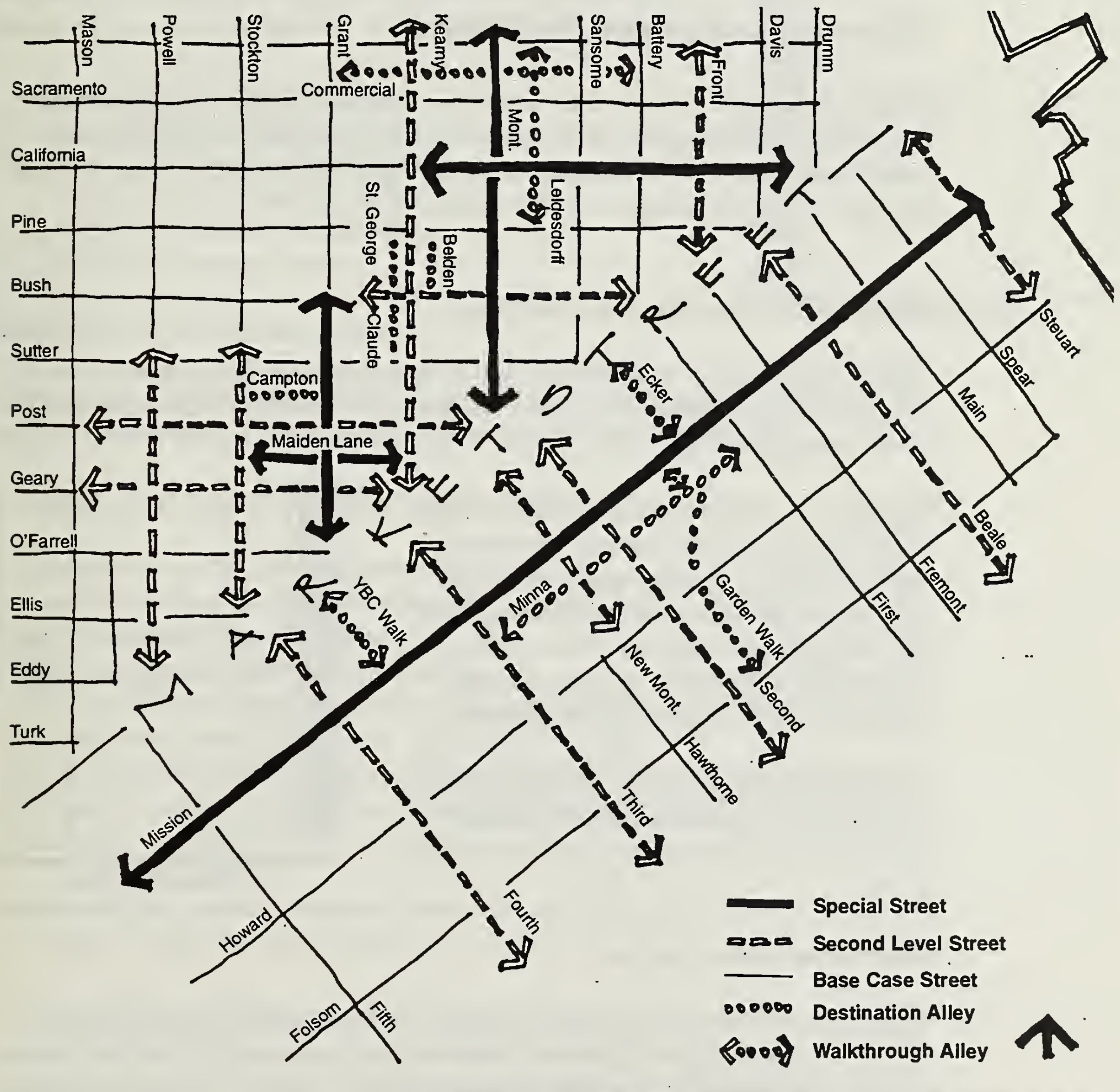
More attention is needed in the Steuart Street area where the sidewalks are far too small for their uses. The light vehicular traffic volumes and proliferation of sidewalk cafes suggest that the east sidewalk of Steuart Street between Mission and Howard be widened. Adding street trees and other *Second Level Street* amenities will also enhance Steuart Street as a connection to the future Rincon Park.

■Base Case Streets:

Fifth, First, Folsom, Fremont, Howard, Main, and Spear are *Base Case Streets* in the south of Market area. Due to their high traffic volumes, Howard and Folsom are not very important functionally for pedestrians. More important are First, Fremont and Fifth which have transit functions and merit transit stop improvements.

Design Guidelines

The design standards and guidelines outlined here govern the placement of all pedestrian streetscape elements downtown and are based on the street typology outlined in the Downtown Streetscape Plan. The *Special Streets* are: Grant, California, Maiden Lane, MIssion, and Montgomery. The *Second Level Streets* are: Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Post, Powell, Second, Steuart, Stockton, and Third. The *Destination Alleys* are: Belden, Claude, Commercial, Campton, and St. George. And, the *Walkthrough Alleys are:* Commercial, Ecker, Leidesdorff, Trinity, Annie, Stevenson, Jessie, Natoma, and Shaw. All other streets in the downtown are considered *Base Case* streets as described in the plan.



Street Typology Design Plan

Streetscape elements are either recommended or not recommended for a particular street based on existing conditions and the street designations in the plan.

This section is organized alphabetically by element. For each element, the standards detail the design specifications including materials and placement, as well as applicable city codes and necessary permits. Since private sponsorship is critical to the installation of streetscape amenities, the guidelines are designed to facilitate private contributions of streetscape elements wherever possible.

General Streetscape Guidelines

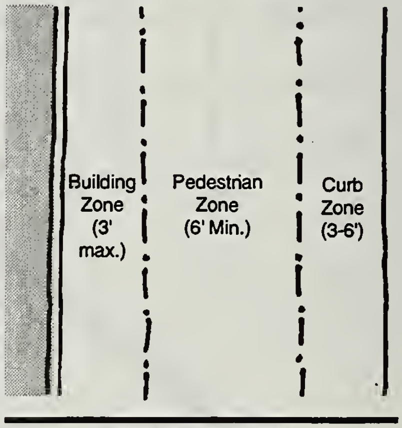
While each element has specific recommendations, there are a few general guidelines that govern all streetscape elements, unless otherwise noted. These general guidelines are designed to ensure a measure of uniformity along the streetscape, especially with regards to the requirements of the Americans' with Disabilities Act.

■General Street Furniture Placement Zones:

Street furniture should be installed in the curb street furniture zone unless otherwise noted. The size of this zone varies as illustrated in the Sidewalk Zones diagram and is dependent on the width of the sidewalk.

Regardless of sidewalk width or streetscape element, *a minimum of six feet (6')* must be left clear at all times for pedestrian through passage. Six feet is necessary to ensure a consistant clear passage in an area with significant pedestrian volumes, and represents the MINIMUM width; for many sidewalks downtown, more than six feet may be necessary.

Regardless of sidewalk width, no sidewalk element is permitted if the placement of that element would cause the pedestrian level of service to fall to level D, E, or F.



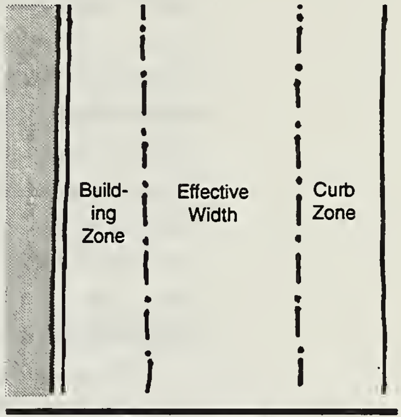
Sidewalk Zones

■Pedestrian Level of Service:

Pedestrian level of service (as defined by the Highway Capacity Manual published by the national Transportation Research Board) is determined by the formula, $V = vp/15w$, where vp is the peak period volume of pedestrians that pass a location during a 15 minute period, and w is the effective width of the sidewalk.

Generally, the noon peak is between 11:45 am to 1pm while the evening peak is between 4:45 pm to 5:30 pm. Effective width is calculated by subtracting the following measurements from the actual width of the sidewalk:
—a minimum of two feet (2') for the curb zone.
—a minimum of three and a half feet (3.5') for the curb zone if there are trees.
—a minimum of two feet (2') from the building.
—a minimum of three feet (3') if there are store windows within one hundred feet (100') of the count location.
—for any other element in either zone, measure the distance from the building or curb edge and add six inches (6").
The resultant, *V*, is the amount of space available for each pedestrian and will indicate the pedestrian level of service:

LOS A $\leq$ 2 pedestrians/minute/foot
LOS B $\leq$ 7 pedestrians/minute/foot
LOS C $\leq$ 10 pedestrians/minute/foot
LOS D $\leq$ 15 pedestrians/minute/foot
LOS E $\leq$ 25 pedestrians/minute/foot
LOS F = anything worse than E



Effective Width

■Minimum Placement Requirements:

In addition to the specific guidelines for each element, street furniture must conform to these minimum requirements for sidewalk element placements, unless otherwise noted.

These guidelines mandate that elements shall be placed not less than:

- Eighteen inches (18") from the outside edge of the curb.
- Four feet (4') from any driveway, wheelchair ramp, blue zone parking space, or curb cut.
- Five feet (5') from any fire hydrant.
- Five feet (5') from any MUNI transit shelter.
- Thirty-six inches (36") from any other structure not otherwise specified herein, including but not limited to street light poles, parking meters, trees, etc.
- *No sidewalk element may interfere with access to any building. This includes all paths of travel or exiting. No element can be below a fire escape or adjacent to a standpipe, utlitity valve, or utility box.*

- *Wherever possible, sidewalk elements should be of a contrasting color to the sidewalk so as to be visible to visually impaired pedestrians.*

•No person may place, operate, or maintain any street furniture on a public street, sidewalk, or public right-of-way where such installation, use, or maintenance endangers the safety of persons or property, or unreasonably interferes with public utility, public transportation, or other public or government use, or unreasonably interferes with, but not limited to, the flow of pedestrian, bicycle, wheelchair, or vehicular traffic, the ingress into or egress from any residence, place, or business, or any legally parked or stopped vehicles, or the use of traffic signs or signals, fire hydrants, police or fire call boxes or mailboxes, crosswalks, curb-ramps, driveways, utility poles, fire escapes, parking meters, underground utilities including sub-surface utility vaults, sub-sidewalk basements, sidewalk elevators, delivery areas or loading zones, or any other structures.

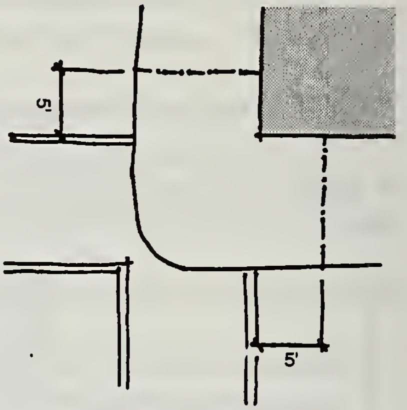
■Accessibility Mandate:

All sidewalk elements must conform to all applicable State, Federal, and Local laws and codes including, but not limited to, accessibility codes and regulations, the Americans' with Disabilities Act and Title 24 of the California building code.

■Clear Zone:

The clear zone is the minimum amount of pedestrian queuing space at the corner and is *required at every corner district-wide*. The clear zone extends a minimum of five feet (5') from the inside edge of the crosswalk and defines an area from the curb to the property line. Only items essential to vehicular and pedestrian safety and flow should remain within the clear zone.

No other element may be placed within the clear zone area including temporary elements.



Corner Clear Zone

■General Application Guidelines:

Unless otherwise indicated, sidewalk elements require minor encroachment permits. Permit applications can be obtained from the Department of Public Works, Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).

Minor encroachment permits are issued by the Director of Public Works and are revocable at any time.

Minor encroachments are issued for the sidewalk fronting the applicants property and such encroachements shall not occupy more than 10 percent of the area fronting the property nor more than 25 percent of the width of the sidewalk, unless the Director of Public Works determines that such restrictions are not applicable due to the nature of the encroachment.

For any privately installed sidewalk element, the following minimum requirements must also be met:

- As per the requirements stipulated by the Director of Public Works, the permittee must provide proof of insurance prior to permit issuance and must maintain said insurance for the life of the permit.

- As per the requirements of the Director of Public Works, the permittee must indemnify the City and County of San Francisco.

- Applicant must provide a fully dimensioned space layout plan that indicates the placement of the sidewalk element(s) and the location of the business entrance. The plan must also indicate the property line, the width of the sidewalk, any existing sidewalk obstructions such as parking meters and trees, the location of any curb ramps, fire exits/fire escapes, and the exact width of the pedestrian clear zone.

- *Unless otherwise indicated, applications that meet the guidelines outlined herein are hereby approved by Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) and are deemed in compliance with the goals of the Master Plan of the City and County of San Francisco as mandated by Proposition M.*

The rules, regulations, fees, and standard specifications that are outlined herein are modified periodically. At the time of design, applicants should check with the Department of Public works prior to completing the application.

If an application does not meet the guidelines outlined above:
- Applicant may revise application and plan in order to meet guidelines.
- Applicant may request an exception to said guidelines:
  - An additional processing fee of $100 shall be submitted.
  - Application will require further review by DPW, City Planning, and/or other interested City Agencies.
  - Requests for exceptions must be submitted at least six (6) weeks prior to the intended date of installation.
- If DPW, City Planning, and/or other City Agencies approve exception, the Department of Public Works will issue permit.
- If exception to the guidelines is not granted, application will be denied.

Art in the Public Right-of-Way

Art in the public right-of-way as well as decorative elements are strongly encouraged throughout the downtown area. Sidewalks are an increasingly viable space for artworks that is both challenging for the artist and interesting for passers-by. Art installations are encouraged on Special and Second Level Streets (Grant, California, Mission, Maiden Lane, Powell, Stockton, Kearny, Montgomery, Geary, Post, Fourth, Third, New Montgomery, Second, and Steaurt) and the Alleyways.

Permanent art installations in the public right-of-way may be used to fulfill the one percent for art requirement mandated by Section 149 of the Planning Code of the City and County of San Francisco. Examples of these installations might include sculptures or sidewalk inlays.

Temporary art projects are often initiated by artists with a specific idea in mind. The Art in Transit Program also sponsors a series of installations along Market Street. These temporary projects range from visual art pieces to spoken word, music, dance, and performance art.

■Placement Guidelines:

Permanent art in the public right-of-way is considered similarly to any other physical element on the sidewalk. As such, it must conform the General Placement Guidelines for streetscape elements.

Generally, any three-dimensional object that might be an obstacle to pedestrian traffic should be installed in the curb/street furniture zone, a minimum of two feet (2') from the outside edge of the curb.

Placement of three-dimensional art objects is restricted to sidewalks with sufficient space. The art installation should ensure that a minimum of 6' of clear pedestrian passage is maintained on the sidewalk and that the placement of art not cause the pedestrian LOS on the street to fall to D or below.

Any art that is placed into the sidewalk surface should not be a hazard to pedestrians, nor should it cause the surface to not meet the minimum friction coefficient as established by the Department of Public Works (0.65, subject to change).

All art installations, whether permanent or temporary, must conform to the most current requirements of the Americans' with Disabilities Act (ADA), Title 24 of the California Building Code and all other applicable State, Federal, and Local accessibility codes and regulations.

Sidewalk Sculpture

Art in the Public Right-of-Way

Sidewalk Inlay

Artwork that is attached to the building face must be particularly vigilant of the extensive requirements of the ADA and Title 24 regarding extruding objects over the path of travel.

Works of Art in the public right-of-way designed to meet the requirments fo Section 149 of the Planning Code must conform to the Fine Art Guidelines for projects in the Downtown Plan area which defines Works of Art as including, but not limited to, the following: sculpture (s), decorative water features, painting (s), murals (wall or ceiling), photography, tapestry, glass, original works of graphic art/limited edition prints/works on or of paper, and works of design (which through the passage of time or application of other criteria, become recognized as works of art. Media for works of art may include, but are not limted to: paint, clay, wood, metal, paper, glass, fiber, textiles, plastic, fresco, mosaic, marble, plaster, neon, stone, photography, film, video, electronics, mixed media, or any other material or combination of materials appropriate to the work of art.

Works of art do not include:

•Decorative, ornamental, or functional elements designed for the project by the project architect or consultants retained by the project architect.

•Objects which are mass produced, or of a standard design.

•Directional elements such as supergraphics, signage or color coding, except where these elements ar an integral part of an original work of art.

•Reproduction, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media which are recognized as limited editions.

•Architectural features of the building. However, this exclusion does not apply to a work, or works of art, commissioned or purchased specifically for the project and which otherwise meet the criteria of the Ordinance and the Guidelines, even though that artwork my be integrated into the architectural structure of the building.

Section 149 Works of Art must be "permanently affixed." The intent is to rquire the sponsor's commitment that artwork shall remain througout the life of the project. This shall not prohibit the installation of hanging works of art, or free-standing or portable works of art.

Specific guidelines for developing temporary art installations on public property are available from the San Francisco Art Commission. According to those guidelines: "The process of developing an art project for a public space involves a broader range of considerations than developing an artwork for an art gallery. Serveral staff people, subcommittees, commissions, and more than one agency or department may need to review the artist's proposal. Their concerns will include the safety of the piece, how it impacts the site, how it affects pedestrian use and traffic, whether it enhances the site visually and its appropriateness to the neighborhood. Agencies and departments encourage artists to be sensitive to the needs of the people who live and work in a neighborhood."

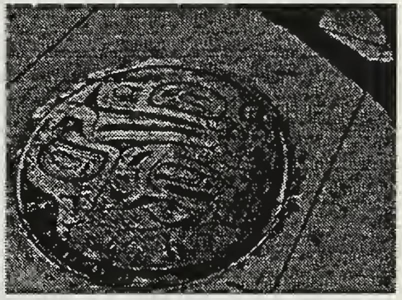
■Permit Procedures:

All art projects on property under the jurisdiction of the City and County of San Francisco require the approval of the San Francisco Art Commission, 25 Van Ness, Suite 240 (252.2585). Project proposals must include:

- A one page written description of the project.
- Color depiction of the propsed project, the materials and processes to be used, and any involvement of other people in the design or preparation of the project.
- Description of the relationship of the artwork to the neighborhood and surrounding architecture or property.
- A budget, including the funding source, for the project.
- Timeline, including dates of installation and removal (for temporary installations).
- Resumes of all artists involved.

Proposals are reviewed by the Public Art Program staff and then presented to the Visual Arts Committee and full Art Commission for action by resolution. The entire process takes at least 6 weeks, assuming no modifications are requested or additional information requested.

In addition to Art Commission approval, all permanent art installations require a minor encroachment permit from the Department of Public Works, Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).


Decorative Sewer Cover

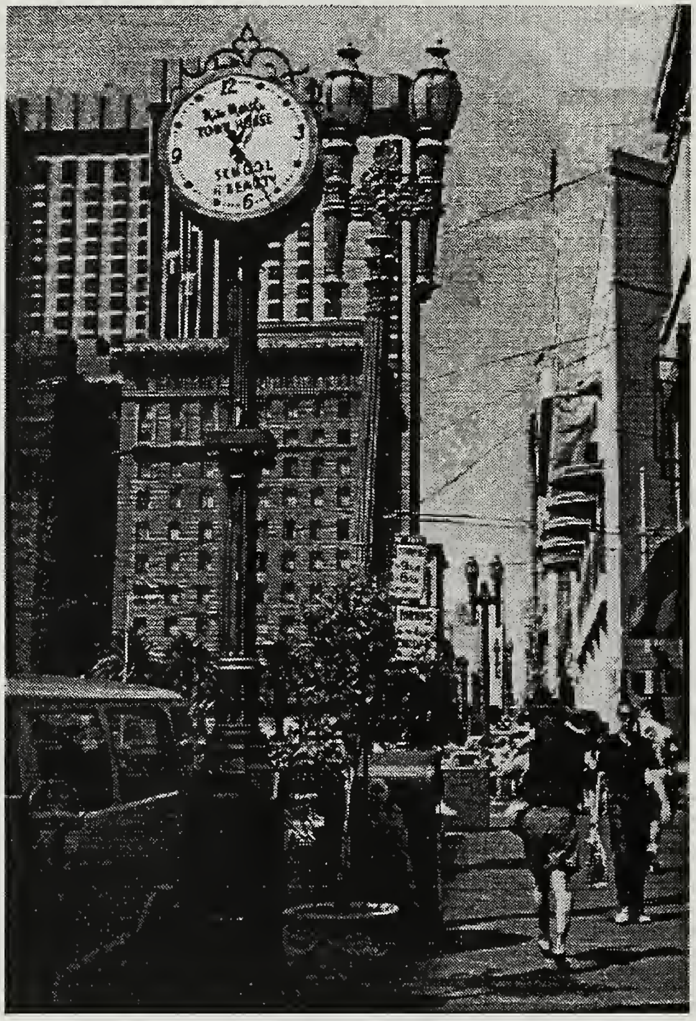
If the installation is intended to meet the requirements of Section 149 of the Planning Code, the work or proposal must be reviewed at the outset by Planning Department staff.

For temporary art installations, a Temporary Occupancy Permit (for 90 days, longer if appropriate) from the Department of Public Works is required in addtion to Art Commission approval. The permit fee is $30 (subject to change); applications can be obtained from the Bureau of Street Use and Mapping.

The Temporary Occupancy Permit for art installations requirements include:

- A list of all planned materials, detailed as specifically as possible, i.e. plywood, aluminum, acrylic paint, etc.
- A description of how the artwork will be attached to the sidewalk and how the specific materials will affect the surface area of the proposed location.
- A description of how specific materials will be removed from the site.
- A fully dimensioned space layout plan (with feet and inches of all elements) that indicates the placement of the sidewalk elements and the location of any business entrance. The proposal must indicate the property line, the width of the sidewalk, any obstructions such as parking meters and trees, the location of any curb ramps, fire exits and escapes, and the exact width of the pedestrian through passage area. Include street names and describe how the artwork will be attached to the sidewalk.

- A description of insurance specifics, including what company will be insuring the project and the artist. If the application is approved, the artist must provide a Certificate of Insurance prior to the issuance of the permit.
- A specific timeline with installation dates, maintenance schedule, and specific removal dates.



Decorative Element on Post Street

Prior to installation, a regular maintenance and removal schedule must be established and approved by DPW staff. A guaranteed removal schedule is necessary before any temporary installation will be permitted.

Depending on the nature of the project, other permits may be required such as from the Police Department, the Planning Department, the Department of Parking and Traffic, and the Department of Public Health. The artist is responsible for identifying all agencies required to approve a project at a given site. DPW staff can assist with identifying these agencies. If the project requires that street traffic be stopped or a lane closed temporarily for installation, please see the Street Closure guidelines in this document.

Banners

Banners are an attractive addition to the streetscape that add color and a sense of visual interest. The plan envisions using banners to demarcate special areas and streets. Too many banners will diminish their impact, thus the plan restricts banners to *Special* and *Second Level* Streets. Banners attached to light poles are encouraged on Grant Avenue, Post Street, Powell Street, Mission Street, Maiden Lane, Belden, Claude, Commercial, Campton, St. George, and in the Yerba Buena Center area. Banners attached to buildings are permitted on Grant, Mission, California, Montgomery, Kearny, Stockton, Powell, Post, Geary, Steuart, New Montgomery, Second, Third, Fourth, and all alleys. Other streets are exceptions and would require prior approval by the Planning Department.

Temporary banner installations (Less than 2 months) are permitted on streets not mentioned above in order to demarcate special events or highlight a district. Such installations are restricted to single banners and are to be of a very limited duration.

■Placement Guidelines:

Any non-profit, cultural, promotional or civic organization located in San Francisco may submit a request to install vertical banners.

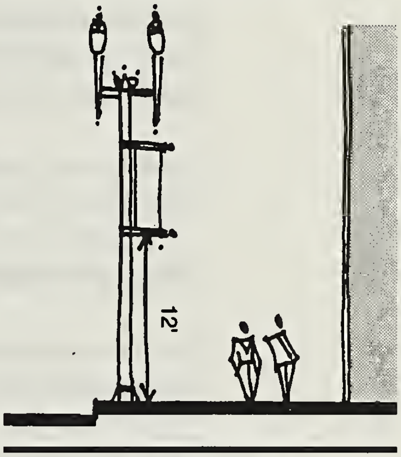
Request for banners may be made either for all poles within a specific district (or along a street) or for selected poles within a district. The applicant shall be responsible for determining whether a pole is under the jurisdiction of Bureau of Light, Heat and Power, Muni and/or PG&E. This information is available from BLHP (554.0729).

For most streets, only single banners are permitted. They are to be attached to light poles as indicated. Double banners are permitted only on Grant Avenue and Mission Street.

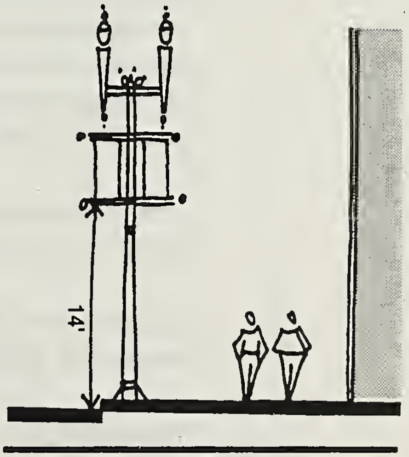
Banners may advertise an event, but may not advertise any business or product.

Banners must leave a minimum of ten feet (12') vertical clearance above the sidewalk and fourteen feet (14') above the roadway.

Banners must be attached at both top and bottom and cannot be free-flowing. The top bracket of the banner shall be a minimum of 2 feet below a riser or guy wire; such as on Muni poles. Banners are not permitted in locations where they would interfere with Muni trolley wires.

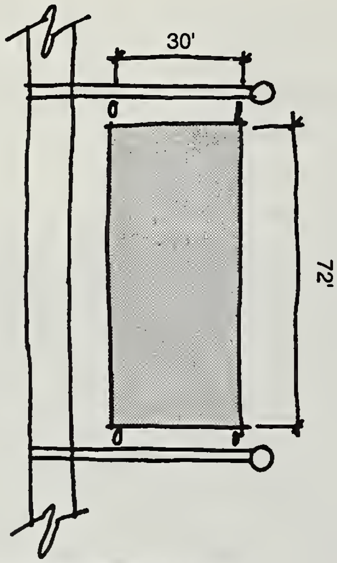


Single Banners



Double Banners

Banners



Banner Dimensions

Standard banner dimensions shall be 30" x 72". Banners may be smaller than these dimensions, but may not exceed 32" x 72". In order to meet the minimum 14' vertical clearance above roadway, smaller banners are permitted for double banner installations on historic streetlights as indicated in the double banner diagram.

Banners on utility poles are intended to be a form of public art; they cannot have any commercial content. Should an organization identify a sponsor(s) on the banners, all logos should be no more than 15 percent of the overall size of the banner. Sponsors will be restricted to their logo or company name only in the bottom 15 percent of the banner and shall not include any advertisement or slogan.

Banner installations should be rotated/updated every six months, if not more frequently.

Only stainless steel bands shall be placed with protective material (neoprene) to protect the surfaces of the poles. The banner shall not be hung in any manner from the arm of the pole.. The banner shall not obstruct in any way the public's view of traffic signals, street signs, or any other City approved sign.

For temporary installations, the banner(s) and all attachments must be removed within five (5) busines days of the conclusion of the event or the promotion.

■**Permit Procedures:**

Banners on utility poles in the public right-of-way that meet the guidelines outlined herein are deemed in compliance with the Sign Ordinance, Article Six of the Planning Code.

Requests to install vertical banners on City-owned utility poles shall include the following:

•An application stating the name of the applicant, the name and address of the organization requesting the permit, streets and number of poles to be used, date(s) of banner installation, size, design (or logo) and description of hardware and material of banner, and method of attachment to pole(s).

•A fully dimensioned plan indicating street name (s), location of poles, size, detail and design/ logo of banner, and method of attachment to the pole(s).

•A Certificate of Insurance naming the City and County of San Francisco as additional insured, with general liability coverage of not less than $1 million.

•A processing fee of $50, payable to the Department of Public Works (DPW).

- Temporary installations also require the name and date(s) of the event and date(s) of banner removal.

- If the application meets all design guidelines outlined above, the Department of Public Works will issue permit.

- Banner artwork in the downtown area must be approved by the Art Commission, Civic Design Committee which meets monthly. Call 252.2593 to schedule a hearing.

- If the application does not meet the guidelines outlined above, applicant may revise application and plan in order to meet guidelines; applicant may request an exception to said guidelines:
    - An additional processing fee of $100 shall be submitted.
    - The application will require review by DPW, Bureau of Light, Heat & Power (BLHP), and/or Muni;
    - Requests for exception to the guidelines must be submitted at least six (6) weeks prior to the intended date of installation.
    - If DPW, BLHP, and/or Muni approve exception, the Department of Public Works will issue permit.
    - If exception to the guidelines is not granted, application will be denied.

■Banners on Buildings:

Banners on private buildings are subject to the Sign Ordinance, Article Six of the Planning Code, and Bureau of Building Inspection. As such they require City Planning and BBI approval.

Applicants should submit a sign permit application with all necessary fees to the Bureau of Building Inspection located at 1660 Mission Street.

If there will be a series of banners (more than 2) along the street, the banners are being used to demarcate a location and would also require Art Commission approval prior to installation.

Benches

Benches are an important public resource that are essential in making the sidewalk a component of the the open space system. Benches are permitted in the public right-of-way, space permitting, throughout downtown, and are *strongly encouraged* on Second Level and Special streets as indicated on the map. These streets are Grant, California, Mission, Powell, Stockton, Geary, Post, Kearny, Montgomery, Steuart, New Montgomery, Second, Third, Fourth, Maiden Lane, Belden, Claude, Commercial, Campton, and St. George.

Ledge Seating

Benches and other sitting spaces are also strongly encouraged at the building edge, *outside of the public right-of-way*, on every street in the Downtown area. Building owners and developers are especially invited to explore building edge sitting spaces such as ledges, steps, and window seats.

■Placement Guidelines:

Benches must conform to all applicable State, Federal, and Local accessibility codes and regulations including, but not limited to, the Americans' with Disabilities Act and Title 24 of the California Building Code.

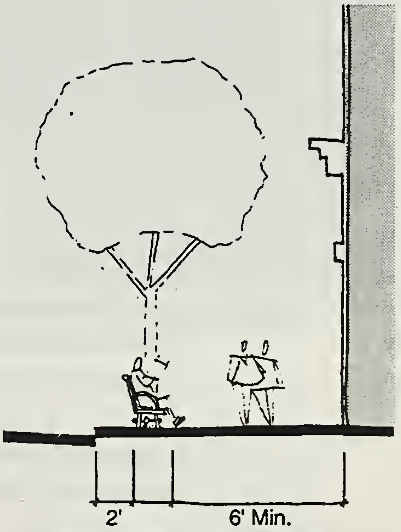
Public benches should be placed in the curb street furniture area oriented towards the sidewalk and placed a minimum of two feet (2') from the face of the curb.

Benches must leave at least one foot (1') clear on all sides from any standing objects including, but not limited to, parking meters and utility poles.

If more than one bench is installed, a minimum of four feet (4') should be left clear between the benches.

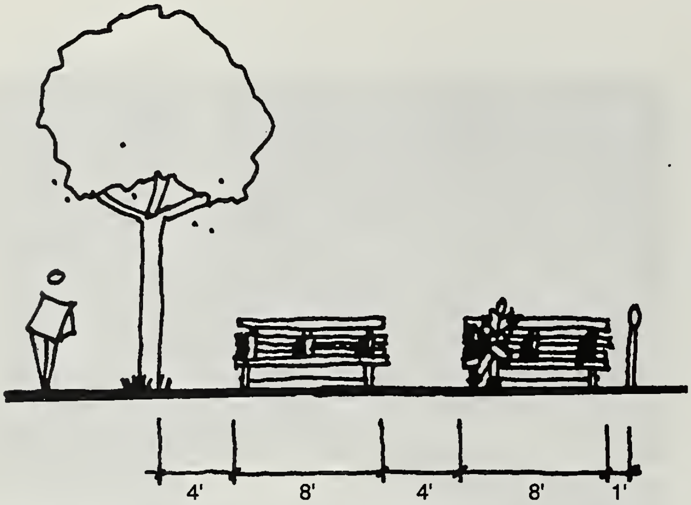
Benches must be attached to the sidewalk.

Bench placement should not interfere with disabled access ramps, blue zone parking or loading areas, fire hydrants, or emergency vehicle access.



Sidewalk Bench

Benches



Bench Cluster

Sidewalk benches are owned and maintained by the permittee. The City and County of San Francisco assumes no liability or ownership and will not maintain the bench. It is the responsibility of the permittee to maintain the bench and surrounding area and to ensure that the bench is free from all hazards.

Private bench sponsors may attach sponsorship identification as follows: "This bench provided for the enjoyment of the citizens of San Francisco as a courtesy of . . . ."

Sidewalk benches in the public right-of-way are a public amenity and open to all.

Sidewalk Benches

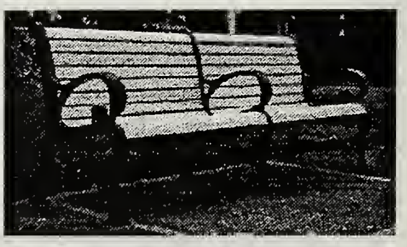
The typical bench is 8' long with seat dividers at 4' intervals.

The preferred bench for Downtown San Francisco is an historically-styled cast iron and wood bench similar to the TimberForm Restoration series 2119 manufactured by Columbia Cascade Company (1.800.547.1940), or an equivalent cast iron and wood bench from another manufacturer. Plastic benches are not permitted.

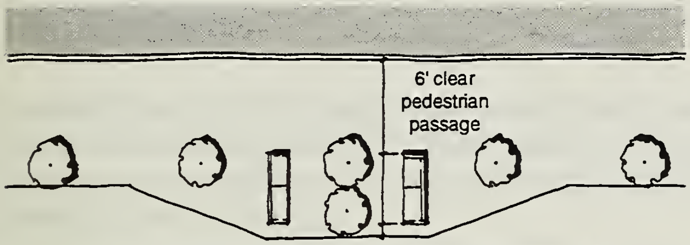
Benches located in the public right-of-way at the property line in the building zone are encouraged, space permitting. These installations must follow the guidelines for Sidewalk Cafes.

Bench sponsors are encouraged to explore alternative installation configurations that meet the minimum placement requirements. Multiple street furniture elements such as planters and benches can be combined in one installation.

Similarly, benches placed perpendicular to the curb are permitted if the sidewalk is widened.



Preferred Bench



Benches on a Sidewalk Widening

Benches on Front Street

Building Zone Benches

Planter Benches

■Permit Procedures:

Benches require a minor encroachment permit from the Department of Public Works.

•Applicants must submit a minor encroachment application and all necessary fees ($211; subject to change) to the Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).

•Bench installations require a Certificate of Insurance naming the City and County of San Francisco as additional insured, with general liability coverage of not less than $1 million.

•The necessary permit documents include a fully dimensioned layout of the bench installation including all adjacent sidewalk elements.

•If the application meets all design guidelines outlined above, the Department of Public Works will issue permit.

•If the application does not meet the guidelines outlined above, applicant may revise application and plan in order to meet guidelines, or applicant may request an exception to said guidelines:
    •An additional processing fee of $100 shall be submitted.
    •The application will require further review by DPW.
    •If exception to the guidelines is not granted, application will be denied.

Bicycle Racks

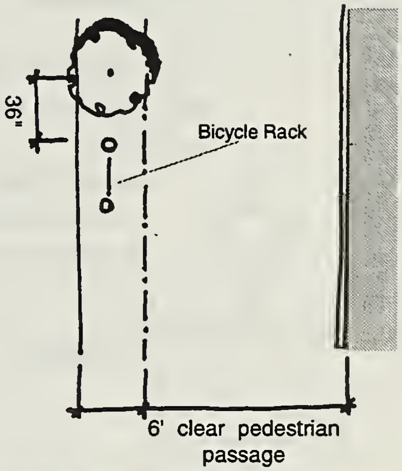
Bicycle racks are permitted throughout the downtown area, space permitting, except on Montgomery (Market to California), Stockton (Market to Sutter), Powell (Market to Sutter), Kearny (Market to California), Sansome (Market to Bush), Sutter (Kearny to Sansome), and O'Farrell (Powell to Stockton).

No bicycle rack shall be placed upon any portion of any street, roadway, other public right-of-way on which motor vehicles are lawfully permitted.

As per Article 1.5, Section 155.i of the City Planning Code, any facility required to provide off-street automobile parking, must provide one bicycle parking space for each 20 automobile spaces.

■Placement Guidelines:

Bicycle racks are permitted in either the curb street furniture zone or within the property line. Bicycle racks are not permitted in the building zone within the public right-of-way.

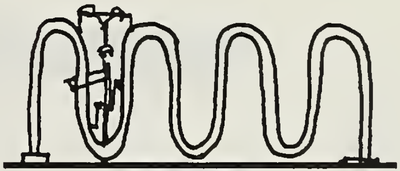


Bicycle Rack Placement

Bicycle racks must be located in the area fronting or within the applicant's property.

A minimum of six feet (6') of clear pedestrian through space must be maintained at all times, *including when bicycles are parked at the rack.*

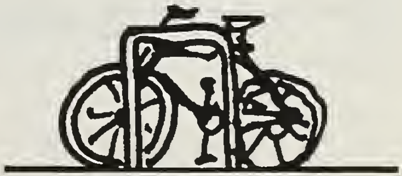
There must be at least forty inches (36") of clearance between bicycles parked at racks and any other street furniture.



Ribbon Rack

Bicycle racks are owned and maintained by the permittee. The City and County of San Francisco assumes no liability or ownership and will not maintain the rack. It is the responsibility of the permittee to maintain the rack and surrounding area and to ensure that the bicycle rack is free from all hazards.

Private bicycle rack sponsors may attach sponsorship identification as follows "This bicycle rack provided for the use of the citizens of San Francisco as a courtesy of . ."



Inverted "U" Rail Rack

The inverted "U" rail rack and the ribbon rack are the preferred racks for normal sidewalk installation.

■Permit Process:

•Bicycle racks require a bicycle rack permit from the Department of Public Works. The Bicycle Coordinator from the Department of Parking and Traffic should also be notified of every proposed bicycle rack installation (554.2351)

•Applicants must submit the application and all necessary fees ($211; subject to change) to the Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).

•Bicycle rack installations require a Certificate of Insurance naming the City and County of San Francisco as additional insured, with general liability coverage of not less than $1 million.

•The necessary permit documents include a fully dimensioned layout of the bicycle rack installation including all adjacent sidewalk elements.

•If the application meets all design guidelines outlined above, the Department of Public Works will issue permit.

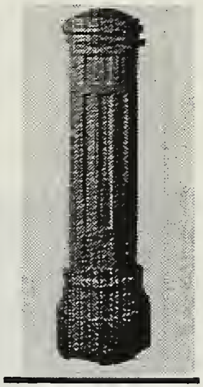
•If the application does not meet the guidelines outlined above, applicant may revise application and plan in order to meet guidelines, or applicant may request an exception to said guidelines:
  •An additional processing fee of $100 shall be submitted.
  •The application will require further review by DPW.
  •If exception to the guidelines is not granted, application will be denied.

Bollards

Bollards (sidewalk pipe barriers) are an important and often neglected element in the streetscape. For many years, the standard San Francisco bollard has been a steel pipe filled with concrete, thereby rendering such bollards a remarkably unattractive street feature.

Bollards are recommended at corners to demarcate the clear zone edge, on transit bulbs, sidewalk widenings, alleys, and any other sidewalk location on which vehicles may try to park.

The standard bollard for all public right-of-way installations downtown is a decorative bollard similar to the one pictured, or equivalent.

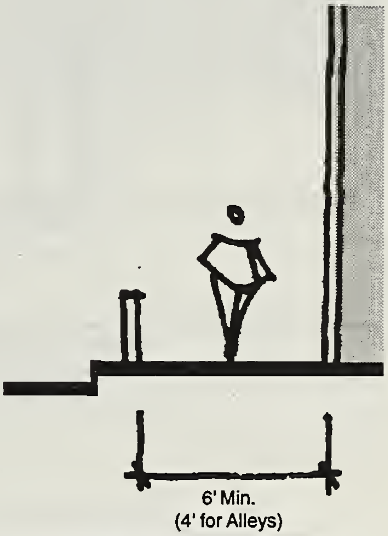

Decorative Bollard

■Placement Guidelines:

Bollards should be placed 18" from the curb. If there is no parking in the bollard placement area, the bollard may be installed immediately adjacent to the curb (see diagram).

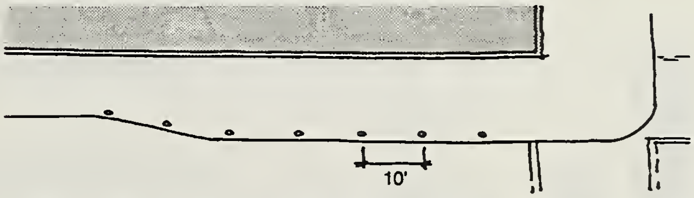
All bollard installations must leave a minimum of six feet (6') of clear pedestrian passage between the bollard and the adjacent property line. On alleys with sidewalks less than six feet (6') wide, the minimum clear pedestrian width is four feet (4').

Standard bollard spacing is ten feet (10') o.c., depending on specific circumstances.



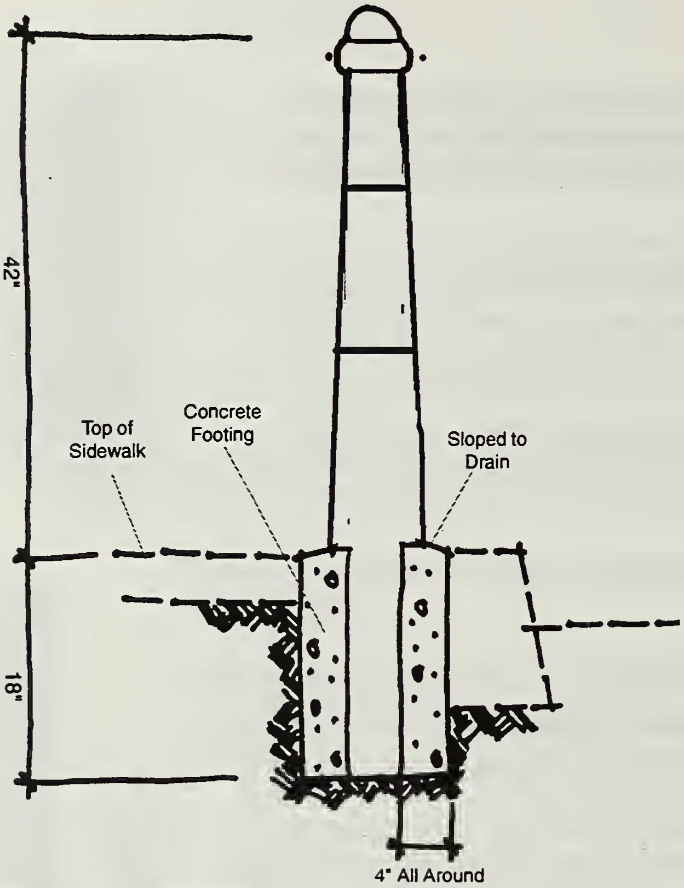
Sidewalk Bollard

Privately installed bollards are owned and maintained by the permittee. The City and County of San Francisco assumes no liability or ownership and will not maintain the bollard. It is the responsibility of the permittee to maintain the bollard and surrounding area and to ensure that the bollard is free from all hazards.



Bollard Spacing

Bollards



Bollard Installation

■**Permit Process:**

Bollards require a Sidewalk Pipe Barrier permit from the Department of Public Works.

Applicant must file all necessary permit documents including a fully dimensioned layout of the bollard installation that shows all adjacent sidewalk elements to the Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).

The fee (subject to change) for bollard installations is $100 for each 25' or fractional part thereof of the sidewalk frontage with bollards and $13 for permit recording.

Flowerstands

Flowerstands are recognized as a unique and welcome addition to the streetscape, one that adds both color and vibrancy. However, when they are inadequately sited, or if the displays encroach into needed pedestrian space, flowerstands present a significant pedestrian hazard (see photo).

Stockton Street Flowerstand

All existing flowerstands on public sidewalks downtown are specifically permitted and regulated by Article 5 of the Public Works Code. Where feasible, the sidewalk space for these existing flowerstands should be enlarged by widening the sidewalk thereby creating more space for pedestrian movement. Of particular importance for this effort are the flowerstands on Stockton Street and Post Street.

Additional flowerstands are only permitted if they are located outside of the public right-of-way. These flowerstands are permitted on Grant, California, Mission, Post, Geary, Stockton, Powell, Kearny, Steuart, Second, and New Montgomery. Flowerstands outside of the public right-of-way are especially encouraged in locations that would otherwise be blank walls, especially in the Financial District, as well as in private open spaces.

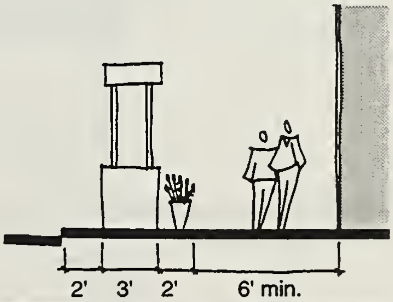
Pending a revision of Article 5, additional flowerstands in the public right-of-way would be permitted on California Street and Mission Street in areas where there is sufficient sidewalk space, or if the sidewalk is widened to accomodate the flowerstand

Flowerstands are not permitted on any sidewalk on which their placement would reduce the pedestrian level of service on the sidewalk to level D or worse.

■Placement Guidelines:

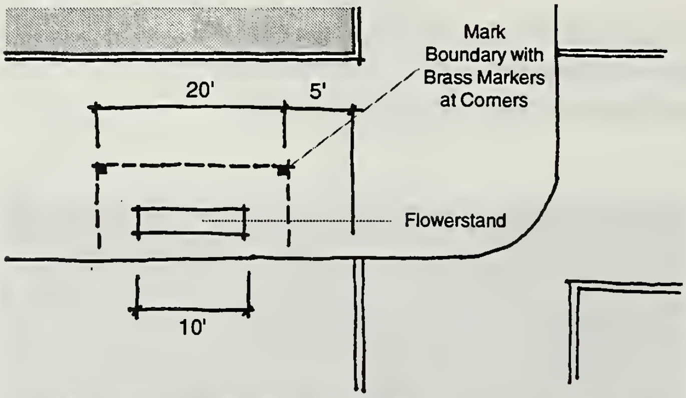
Flowerstands must comply with the General Placement Guidelines outlined in this document.

Flowerstands may not exceed three feet (3') in width and ten feet (10') in length. The total flowerstand area (including displays) may not exceed five feet (5') in width and twenty feet (20') in length. It is the responsibility of the permittee to ensure that flowerstand displays do not exceed these dimensions. Brass markers in the sidewalk surface are encouraged for demarcating the boundaries of the flower display area.

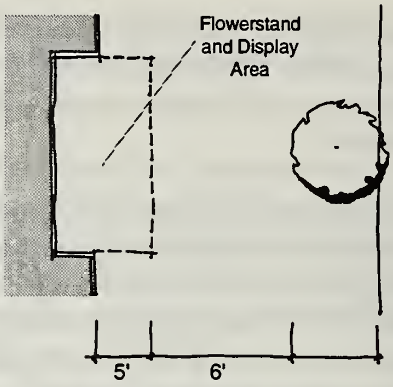


Flowerstand Space

Flowerstands



Flowerstand Display



Building Flowerstand

Building Edge Flowerstand

For flowerstands outside of the public right-of-way, only temporary displays are permitted in the public sidewalk area. These displays cannot exceed five feet (5') in width.

■**Permit Procedures;**

Flowerstands in the public right-of-way regulated by Article 5 of the San Francisco Public Works Code require a flowerstand permit from the Department of Public Works, Bureau of Street Use and Mapping, City Hall room 350, 554.5810.

Flowerstand structures require approval by the Art Commission.

Flowerstands located adjacent to but outside of the public right-of-way require prior approval by the Department of City Planning's Committee on Pedestrian Program Policy.

Kiosks

New sidewalk kiosks provide an excellent opportunity to provide amenities such as newstands, public information, and maps in the pedestrian streetscape. Well-designed kiosks can be used to positively replace many poorly designed and sited existing elements like the existing newsstands that litter the downtown area. Subsequent to the installation of a new series of sidewalk kiosks, no newsstands other than those within the kiosks will be permitted on downtown sidewalks.

Kiosks (whether new installations or replacement of existing street elements) are not permitted on Montgomery Street (Market to California), Kearny Street (Market to Pine), Stockton Street (Post to O'Farrell), Powell Street (Market to Post, not including the turntable area), and Fourth Street (Market to Harrison, until sidewalk widening is completed).

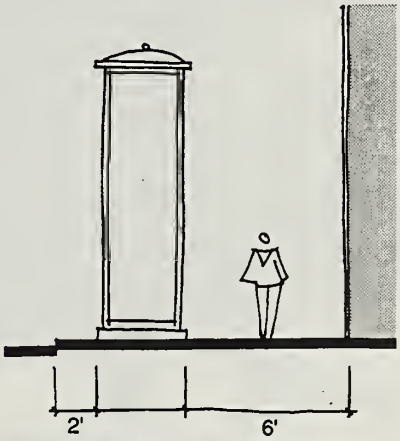
Specific locations and suggested public service amenities are indicated on the district maps included in the Downtown Streetscape Plan.

■Placement Guidelines:

Sidewalk kiosks must conform to the General Placement Guidelines outlined in this document and to the guidelines outlined in Department of Public Works Order Number 163,368

Kiosks are not permitted on sidewalks less than fifteen feet (15') wide or on any sidewalk on which their placement would cause the pedestrian level of service to be D or worse.

Kiosks should be located in the curb/street furniture zone, a minimum of two feet (2') from the curb.

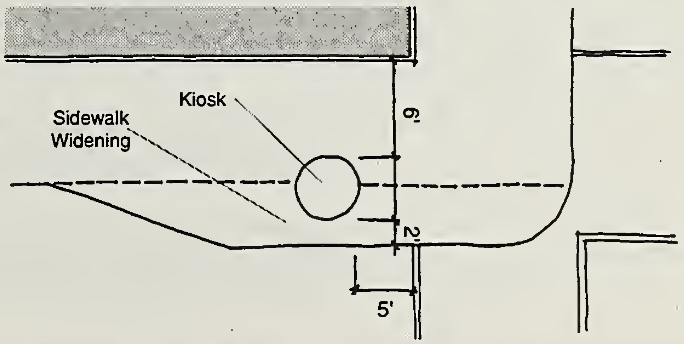


Sidewalk Kiosk

Public Service Kiosks shall be separated by distance of not less than 150' per block face with a maximum of two kiosks per block face. When more than one kiosk is installed on a street, all kiosks should be placed on the same axial line at regular intervals.

No more than two (2) kiosks are permitted at any corner intersection.

Corner bulbs are permitted for kiosk placements. Due to their visual impact on the street, mid-block sidewalk widenings are not permitted.



Kiosk on a Widening

Kiosks

Wherever possible, public service kiosks should be placed at red zones that are not bus stops. Kiosks are not permitted adjacent to bus stops.

Public service kiosks shall not be sited in areas in which they would become the overwhelming object of key views.

■**Permit Procedures:**

Sidewalk kiosks are regulated by the Department of Public Works and are a component of the Sidewalk Toilet program. Kiosks are owned and operated by JC Decaux U.S.A. To request a kiosk location, contact the vendor or the DPW (554.5807).

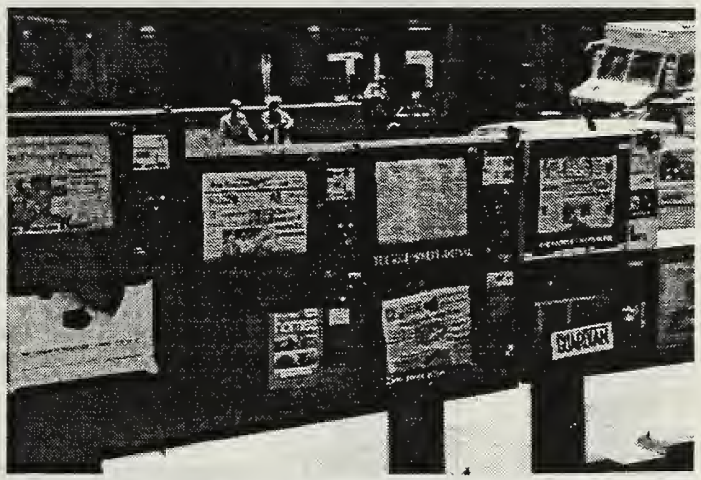
Newsracks

While newsracks do serve an important function, improperly placed newsracks are a perenial problem downtown. When large numbers of newsracks are clustered at one location they can be a disturbing eye sore, and especially at corners, a significant hazard for pedestrians.

Due to the high volume of pedestrians and the area's noted visual significance, fixed, pedestal-mount newsracks are required in the entire Union Square area (From Sutter to Market, Mason to Kearny). These newsracks should have a standard design and be of uniform color.

Due to the significant pedestrian congestion problems, pedestal-mount newsracks are also required on Montgomery and Kearny Streets. Pedestal-mount newsracks are also strongly encouraged for all other locations.

Newsrack Placement Problems



Pedestal-Mount Newsracks

■**Placement Guidelines:**

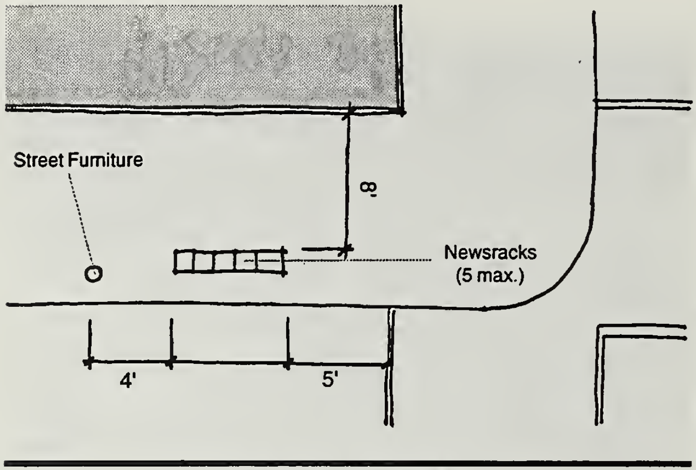
In addition to the following guidelines for the Downtown area, newsracks are subject to all of the guidelines in the City and County of San Francisco Public Works Code, Part II, Article X, Section 5.4 and Public Works Order No. 161,864.

Newsracks must conform to the General Placement Guidelines for streetscape elements outlined in this document.

Newsracks must be kept outside of the corner clear zone area. It is the responsibility of the newsrack operator to ensure that their newsracks do not encroach into this zone.

A maximum of five (5) newsracks may be placed in a continuous row. There must be a minimum of three feet (3') between newsrack clusters (more than two newsracks).

Newsracks

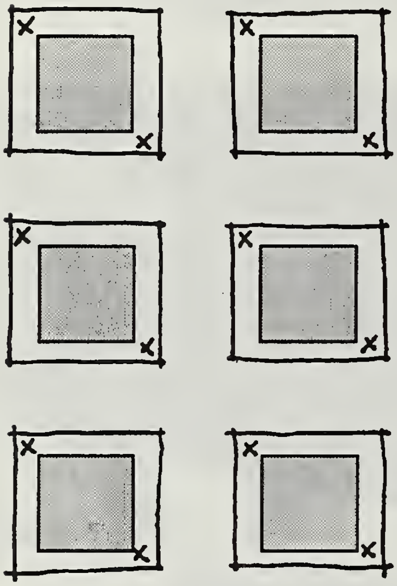


Newsrack Placement

No newsrack may be placed within five feet (5') of a bus shelter or fire hydrant, or within four feet (4') of any other sidewalk element including, but not limited to, historic streetlights, trees, benches, planters, parking meters, traffic control devices, fire pull and police call boxes,and flowerstands.

Newsracks may be placed adjacent to streetsigns.

Newsracks must be placed a minumum of eighteen inches (18") from the curb. Newsrack placements should leave a minimum of eight feet (8') of clear pedestrian passage between the newsrack and the property line.



Alternate Corners

Newsracks are strongly discouraged within MUNI waiting areas. No newsrack is allowed within seven feet (7') of the curb for the length of any bus zone.

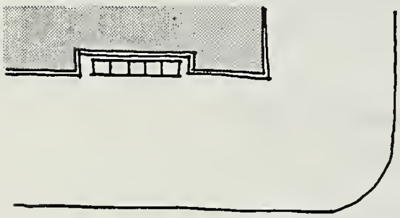
Newsracks are not permitted within any disabled (blue), freight (yellow), or passenger (white) loading zone.

The ideal location of a newsrack is next to a red curb that is not marked for a bus stop.
Alternate corner placement is recommended for the entire Downtown area.

Private property owners are encouraged to install pedestal mount racks.

Privately financed pedestal mount racks may include sponsorship identification as follows: "This newsrack provided as a courtesy of . . ."

Newsracks should be placed in building setbacks instead of the curb zone whenever possible (with property owner's approval).



Building Setback Newsracks

■**Permit Procedures:**

Newsracks require a newsrack permit from the Department of Public Works, Bureau of Street Use and Mapping, City Hall room 350, 554.5810.

Sidewalks

In an effort to improve the condition of the sidewalk surface downtown, a single, unified surface is recommended as the standard sidewalk. All new sidewalks and sidewalk repairs in the downtown area must meet this standard.

The new standard is designed to reinforce the street designation system with a standard sidewalk for *Base Case Streets*, a more refined sidewalk with some decorative elements for *Second Level Streets* (Beale, Bush, Fourth, Front, Geary, Kearny, New Montgomery, Post, Powell, Second, Steuart, Stockton, and Third), and a distinctive, decorative sidewalk reserved for the *Special Streets* (California, Grant, Mission, and Montgomery).

■**Placement Guidelines:**

Sidewalks should constructed of dark grey, lamp black based tinted concrete finished with a silicon carbide sparkle grains such as Consov Hi-Con Black coloring charcoal tint finished with Kolorblen Sparkle Finish System silicon carbide sparkle grains installed and finished to the manufacturer's specifications, or equivalent.

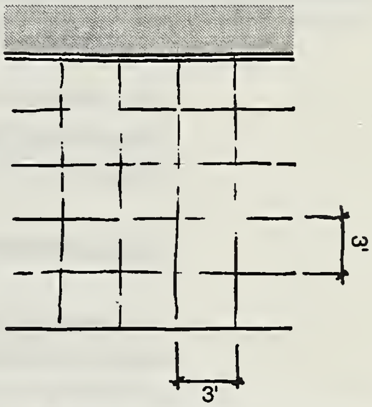
The standard sidewalk scoring module is a three foot square pattern.

When adjacent sidewalks meet this standard, new sidewalk construction and sidewalk repair should attempt to match the color and scoring.

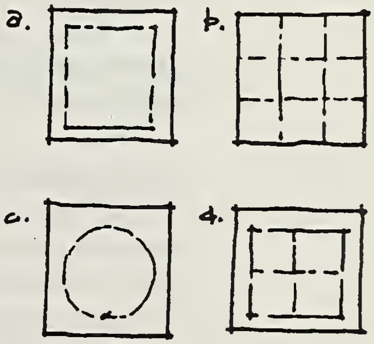
If adjacent sidewalks do not meet the standard, sidewalk repairs have to meet these guidelines if the repair area is greater than 225 s.f. or if the repair is from the building edge to the curb.

For Second Level Streets, decorative score patterns are permitted within the three foot grid. Only one decorative scoring pattern is permitted per block face. This decorative pattern is established by block precedent. If no decorative pattern exists on the blockface, applicant may install any of the approved patterns. Subsequent sidewalk installations within the block face must follow this pattern.

The standard decorative scoring patterns within the three foot grid are illustrated at right. Applicants may propose alternative scoring patterns pending approval by the Planning Department's Committee on Pedestrian Program Policy.

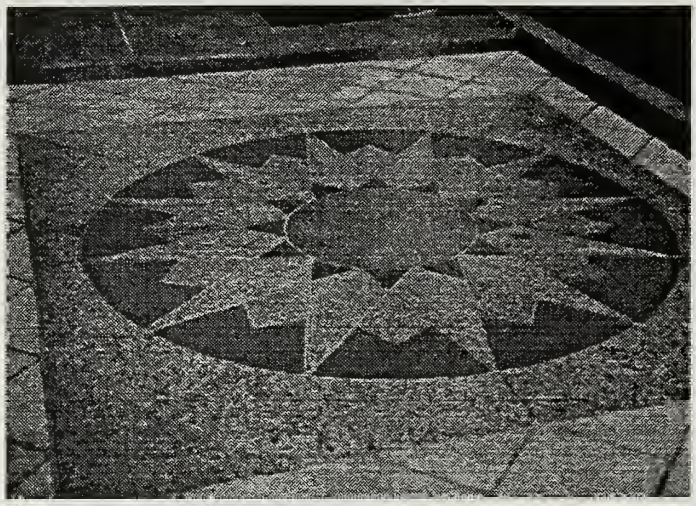


Sidewalk Scoring



Decorative Scoring Patterns

Sidewalks



Sidewalk Decoration

In addition to the standard scoring and finish system, on Second Level Streets, applicants may also propose other decorative treatments such as different admixtures, scoreline highlights such as metal striping, or the introduction of decorative tilework into the sidewalk surface. These decorative treatments can be up to 15% of the total surface area of the sidewalk fronting the applicants property.

Applicants may also propose alternative paving systems that match the color, tone, and scoring pattern of the standard sidewalk. Alternative paving materials are subject to approval by the Planning Department.

All sidewalks must meet the minimum friction coefficient as established by the Department of Public Works (0.65, subject to change). Decorative treatments must be maintained at all times and permits to install are subject to revocation by the Department of Public Works at any time.

Decorative treatments must not be constructed so as to be a hazard to pedestrians.

An exception to the above pavement guidelines is possible for public art pieces. Property owners are encouraged to incorporate public art into any element of the sidewalk surface on any sidewalk downtown, especially on *Second Level* and *Special Streets*. For an installation to be considered public art, it must conform to the Art in the Public Right-of-Way guidelines in this document.

■Permit Procedures:

Sidewalk repair is the responsibility of the fronting property owner and is regulated by the Department of Public Works.

Standard sidewalk repairs do not require any special permits.

Decorative sidewalk treatments in addition to the standard three foot grid and color pattern require a Special Sidewalk permit from the Department of Public Works, Bureau of Street Use and Mapping ($111, subject to change).

Any aggregate, scoring pattern, or other decorative element not specifically approved in these guidelines, must be approved by the Committee on Pedestrian Program Policy prior to installation.

Sidewalk Cafes

Sidewalk Cafe

Sidewalk cafes are an important element in the streetscape. They add activity and visual interest to the sidewalk and offer a pleasing respite for restaurant patrons. Sidewalk cafes are encouraged on any street downtown on which they would not reduce the peak hour of pedestrian level of service to D or below. Sidewalk cafes are especially encouraged on Grant Avenue, Front (California to Sacramento), Ellis (Stockton to Powell), Steuart, Spear, Second, New Montgomery, Bush, and Pine.

■Placement Guidelines:

Sidewalk cafes are regulated by Article 5.2 of the Public Works Code and must conform to the guidelines outlined in Department of Public Works Order Number 162,240.

Sidewalk cafes must conform to the General Placement Guidelines outlined in this document.

All sidewalk cafe elements must conform to all Federal, State, and Local accessibility rules and regulations including, but not limited to, the California Building Code, Title 24, and the provisions of the Americans' with Disabilities Act.

Sidewalk cafes must be located in the sidewalk area fronting the applicant's business at the property line (in the building zone).

The size of the sidewalk cafe will be determined by the following factors: the width of the sidewalk, the level of existing or anticipated peak hour pedestrian congestion, and the existing neighborhood character.

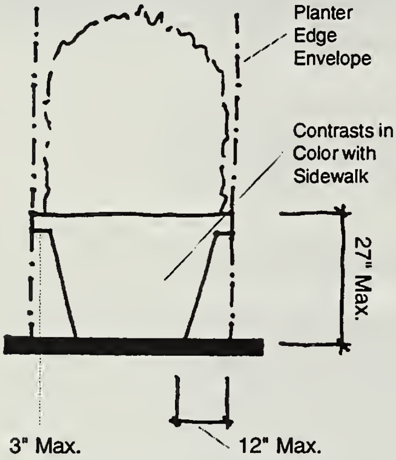
A minimum of six feet (6') of pedestrian clearance (free of all obstacles for a clear path of travel) must be maintained on the sidewalk at all times. It is the responsibility of the permittee to keep this sidewalk pedestrian zone clear.

No element of the proposed installation may interfere with access to any building. This includes all paths of travel or exiting. No element can be below a fire escape.

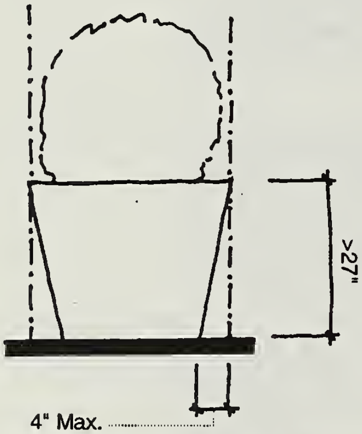
The permittee must provide at least one durable trashcan within the sidewalk cafe zone as per Article 5.1, Section 173 of the Public Works Code.

Sidewalk Cafes

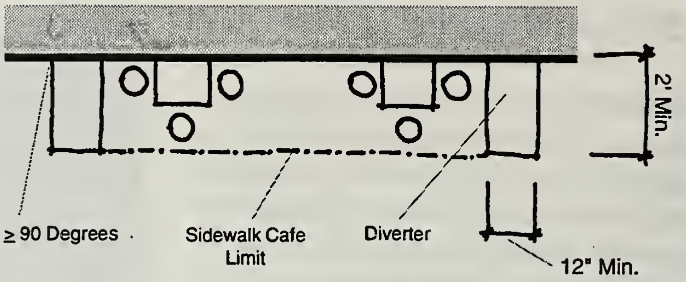
Cafe Diverters



Diverter Alternate A



Diverter Alternate B



Sidewalk Cafe Layout

All installations must have a diverter at each end to demarcate the sidewalk cafe zone and to guide pedestrians away from it. The depth of the diverter will determine the depth of the sidewalk cafe. No part of any table or chair may extend beyond the depth of the diverter. It is the responsibility of the permittee to ensure that all activity stays within the approved area.

Diverters must conform to the following design guidelines:

- Diverters must be flush with the building edge at an angle of 90 degrees or more (curved and/or circular elements are encouraged).
- Diverters must be sturdy and stable. They must have sufficient weight so that they cannot tip over or be blown over.
- Attachments to the sidewalk are not allowed.
- Diverters must be at least 30" high to prevent tripping hazards.
- Plantings higher than 30" are strongly encouraged.
- The diverter must be solid within 24" of the ground. If the solid part of the diverter is less than 30", plantings can be used to meet the 30" height minimum.
- Edges and other protrusions from the base of the diverter are limited depending on the height of the solid base of the diverter as illustrated in the Alternate A and Alternate B diagrams.
- Diverters must be of a contrasting color so that they are clearly visible to the visually impaired.
- Free-standing fences are not allowed.
- Diverters may not have any protruding legs or supports.
- Diverters must be maintained and kept free of litter and other debris.
- Diverters must be kept free of advertising.
- Plantings must remain within the planter edge envelope.
- Diverters must conform to the illustrated dimensional guidelines.

Food trays or carts, receptacles for dirty dishes, trays or carts for linen and utensils, and cooking appliances shall not be placed or stored on any portion of the sidewalk or roadway area of a public street.

All tables, chairs, and diverters shall be promptly removed from the area at the end of each business day at the hour stipulated in the permit.

The permittee shall maintain the tables, chairs, diverters, and permitted area in a clean condition at all times.

The permittee shall keep the sidewalk/roadway area not occupied by tables, chairs, and diverters, free of obstructions at all times.

The sidewalk or roadway area shall not be painted, landscaped, or altered in any way without prior written approval of the Director of Public Works.

■**Permit Process:**

Sidewalk Cafes require a permit from the Department of Public Works, Bureau of Street Use and Mapping. Application forms and permit regulations can be obtained from DPW at City Hall, room 350 (Phone: 554.5810).

•Applicant must provide a fully dimensioned space layout plan that indicates the placement of all tables, chairs, diverters, trashcans, and the location of the business entrance. The plan must also indicate the property line, the width of the sidewalk, any existing sidewalk obstructions such as parking meters and trees, the location of any curb ramps, fire exits/fire escapes, and the exact width of the pedestrian clear zone (see diagram). The applicant must also indicate the type of diverter proposed including all dimensions and materials.

•Tables and chairs IN A ROADWAY area will be required to follow an additional permit procedure and require a street closure permit issued by the Department of Parking and Traffic which must be approved prior to obtaining approval from DPW for the placement of the tables and chairs. Street closure permit information and applications can be obtained by calling DPT at 558.6430

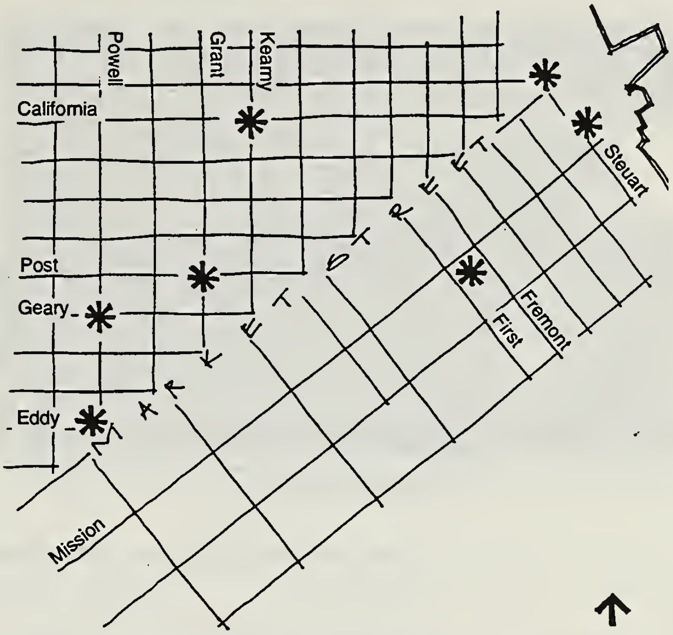
•If the application does not meet the guidelines established in DPW order No. 162,240 and outlined here, applicant may revise the plans to meet the guidelines or request an exception to the guidelines from the ISCOTT.

•Application denials may be appealed to the Board of Permit Appeals.

Sidewalk Toilets

Sidewalk toilets serve an essential function in the city, for both residents and tourists, especially Downtown. The toilets should be located in areas with large tourist or shopper concentrations, near social service agencies, and on sidewalks with sufficient width to accomodate their large size.

The map indicates preferred locations based on the above considerations.



Sidewalk Toilet Locations

■Placement Guidelines:

Sidewalk toilets must conform to the guidelines outlined in Department of Public Works Order No. 163,369. Sidewalk toilets must also conform to the General Placement Guidelines outlined in this document.

Sidewalk toilets should be located in the curb/street furniture zone, a minimum of two feet (2') from the outside edge of the curb.

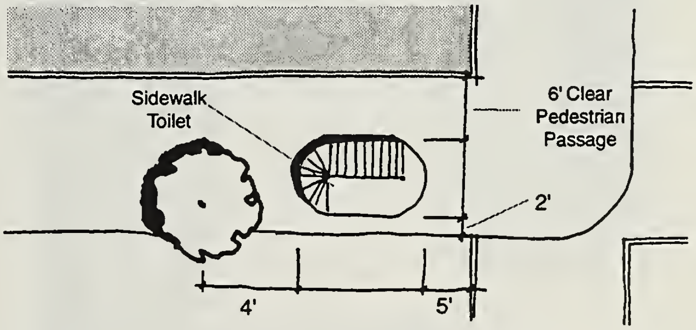
Sidewalk toilets must be placed a minimum of four feet (4') from existing sidewalk elements such as trees, benches, or streetlight poles.

Sidewalk toilets are not permitted on sidewalks less than fifteen feet (15') wide or on any sidewalk on which their placement would cause the pedestrian level of service to be D or worse.

Wherever possible, sidewalk toilets should be placed at red zones that are not bus stops.

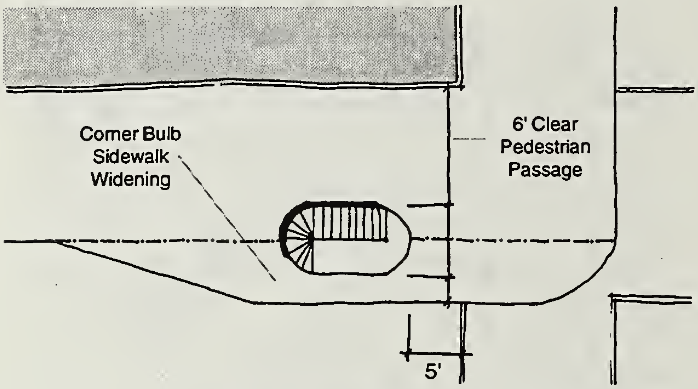
Sidewalk toilets shall not be sited in areas in which they would become the overwhelming object of key views.

Sidewalk toilets shall not be sited on a sidewalk fronting a restaurant, cafe, or any other eating establishment.



Sidewalk Toilet Placement

Sidewalk Toilets



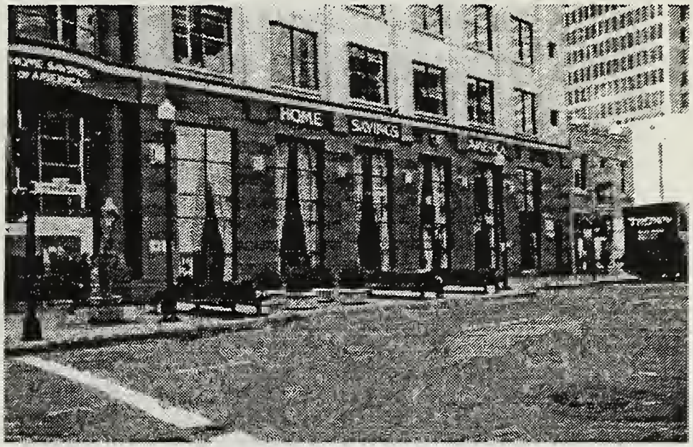
Sidewalk Toilet Placement

Wherever possible, units should be placed out of the line of vision of any eating establishments. They should not be sited within fifty feet (50') of an existing restaurant or anexisting, permitted sidewalk cafe.

The placement of the sidewalk toilet shall not visually or physically obstruct the functioning of an existing, permitted flowerstand or sidewalk vendor.

Corner bulbs are permitted for sidewalk toilet placements. Due to their visual impact on the street, mid-block sidewalk bulbs are not permitted for sidewalk toilet placements.

Sidewalk Widening



Front Street "Snippet"

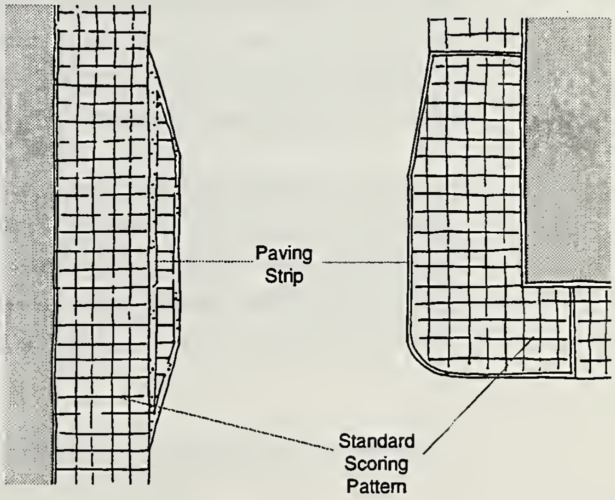
In an effort to increase pedestrian space downtown, sidewalk widenings are permitted throughout the district and encouraged at any location at which the peak hour pedestrian level of service is level C or worse, subject to approval by the appropriate city agencies. Due to existing pedestrian congestion, specific sidewalk widenings are recommended on Stockton (Geary to O'Farrell), Geary (Stockton to Powell), Powell (Ellis to Geary), Kearny (Market to Pine), Montgomery (Market to California), Front (California to Sacramento), Steuart (Mission to Howard), Third (Mission to Howard), and Fourth (Market to Harrison).

Corner bulbs are recommended for all corners in the Union Square area and the Financial District. Where possible, sidewalk widening is recommended for all transit stops in the downtown district. Sidewalk widenings are also recommended for "snippets" and other sidewalk amenities including flowerstands and other permanent sidewalk installations. Mid-block widenings are permitted district-wide.

While sidewalk widenings do create more space for pedestrians, they represent a trade-off with vehicular traffic often at the expense of parking spaces and/or traffic movement. There is a recognition that some of the sidewalk widenings suggested here are dramatic solutions within the continuum of street design ideas. They are offered as ideal case solutions for pedetrian needs although many of these pedestrian improvements might prove impossible due to vehicular traffic demands.

■**Implementation Guidelines:**

Sidewalk widenings are recommended in three foot increments to correspond to the scoring patterns of the existing sidewalk. Four foot and five foot widenings are possible with the addition of one foot paving strip outlines. These outlines can be of a different color or material in order to accent the widening.

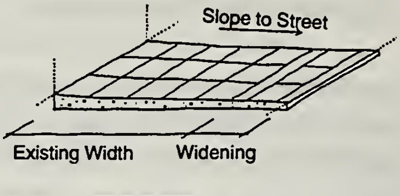


Sidewalk Widening Paving

Sidewalk Widening

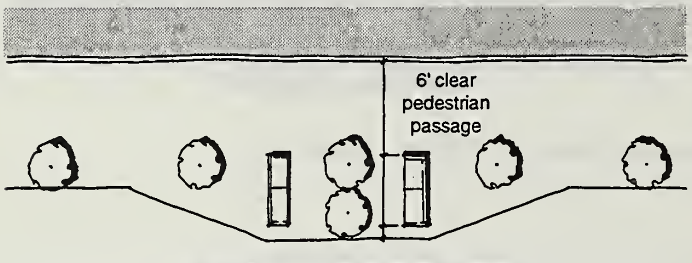
As a general rule, sidewalk widenings should not be wider than ten feet (10'), although the exact width of the widening depends on the location.

The surface of the widening must meet the general sidewalk requirements.



Sidewalk Slope

Widenings must maintain sidewalk drainage and minimum street crown requirements. In order to maintain the sidewalk slope and to facilitate sidewalk drainage, sidewalk widening projects must rebuild the sidewalk from the building line to the curb for the length of the widening.



Sidewalk Widening "Snippet"

Sidewalk widenings are an excellent opportunity to provide "snippets" of open space and can be used to meet downtown open space requirements, subject to approval by Planning Department staff.

■**Permit Requirements:**

Private property owners may sponsor the sidewalk widening projects identified above to meet open space requirements.

Sidewalk widenings require a number of approvals from a variety of city agencies. The entire process is complicated and lengthy due to the number of factors that must be considered and addressed. The entire approvals process will take at least one year. At the outset, project sponsors should meet with Planning Department staff to discuss the feasibility of the proposal and initiate the process. The project will then be referred to the Committee on Pedestrian Program Policy for interdepartmental review.

Ultimately, the project will require Master Plan referral from the Planning Department, Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) approval, legislation from the Board of Supervisors, and a major encroachment permit from the Department of Public Works, Bureau of Street Use and Mapping.

Street Closures

Street closures are an excellent means of using the public right-of-way to supplement the downtown open space system. Permanent, part-time street closures are used to make alleyways such as Belden, Claude, and Maiden Lane into lunchtime pedestrian malls thereby enabling the placement of cafe table and chairs and other pedestrian amenities. Temporary street closures are used on all types of streets to facilitate street fairs and other special events which require the use of the entire right-of-way.

Street closures that restrict access to all but service vehicles for limited hours are recommended for all Destination Alleys (Maiden Lane, Belden, Claude, St. George, Campton, Trinity, and Ecker). As land uses on the Walkthrough Alleys become more pedestrian-oriented, part-time street closures are recommended for Commercial, Leidesdorff, and Minna.

■Placement Guidelines:

Street closures are regulated by Section 2.71 of the Administrative Code of the City and County of San Francisco, Article 15, Section 724.1 of the Public Works Code, and Department of Public Works Order No. 165,716.

Regardless of the type of street closure or its duration, the following requirements must be met.

The temporary use or occupancy of a public street shall not unnecessarily obstruct or bar public access onto said street. Sidewalks shall remain open at all times for pedestrian use unless closure of the sidewalk is provided for by resolution of the Board of Supervisors explaining the reasons for such closure. It is the responsibility of the Permittee to keep this pedestrian zone clear.

No element of the street occupancy shall be placed or maintained within any intersection or pedestrian crosswalk, nor shall any vehicle be permitted to be parked in such areas.

No element of the streeet occupancy shall interfere with curb ramps, ingress or egress to any building, including all paths of travel, exiting, and fire escapes.

On alleys that have been paved to a single-surface, clear pedestrian access to buildings and along the street must be maintained. A minimum of four feet (4') of clear pedestrian passage should be provided on both sides of the street.

No element of the street occupancy shall be placed or maintained within fifteen (15') of any fire hydrant or within five feet (5') of any fire alarm or police call box.

Street Closures

No object of any nature shall be fastened to or erected over the surface of the street or sidewalk, and no object shall be affixed to any pole or standard upon any street or sidewalk, without a Temporary Occupancy or other applicable permit from the Department of Public Works.

A Temporary Occupancy Permit is required for any structures accompanying a temporary street closure including, but not limited to, equipment and structures such as cranes, stages, carnival rides, media equipment, and art sculptures.

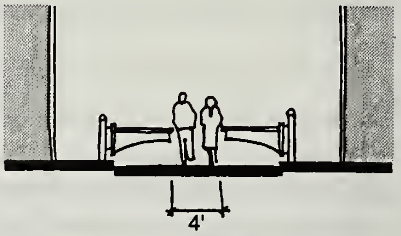
Any permanent element installed in conjunction with a permanent, part-time street closure would require the appropriate minor encroachment permit from the Department of Public Works.

Painting upon any street or sidewalk surface is prohibited unless a washable paint is used and removal is accomplished before the street is reopened.

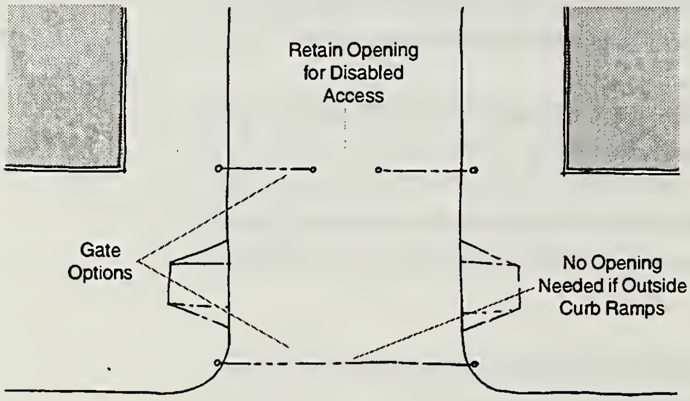
Adequate illumination of the area shall be maintained at all times when such illumination is appropriate.

Official traffic control devices and traffic signal controllers shall not be covered or blocked at any time during the period of the street occupancy.

Street barricades determined by the Police Department as being necessary to protect the public's safety shall be placed by the Police Department; shall be maintained in said locations at all times during the period of such use or occupancy by the permittee; and shall be removed by the Police Department upon termination of the period of said occupancy.



Street Closure Gate


Retain Opening for Disabled Access
Gate Options
No Opening Needed if Outside Curb Ramps

Gate Options with Disabled Access

Street barricades for permanent street closures are required. Barricades can consist of movable gates, bollards, or some other similar device. The barricade element requires a Minor Encroachment permit from the Department of Public Works.

Barricades must not be constructed so as to be a barrier to disable access, particularly with respect to existing or planned curb ramps.

All manhole covers and valve box covers shall be kept clear of any fixed object.

All streets and sidewalks within the area for which such permission is granted, shall be kept clean and free from dirt and debris at all times during the period of such temporary use or occupancy, and all materials and equipment used in connection with said temporary use and occupancy shall be removed therefrom within 24 hours of the termination of the period of such use or occupancy.

All dumpsters and other commercial trash receptacles must be removed from the public right-of-way for the duration of all permanent and/or temporary street closures.

All street closures, regardless of duration, must comply with all Local, State, and Federal accessibility codes and regulations including, but not limited to, Title 24 of the California Building Code, the Americans' with Disabilities Act, and the current ISCOTT guidelines. Exceptions to these listed policies may be granted by ISCOTT on a case-by-case basis, based on exceptions available in Title 24 and the ADA.

■Permit Procedures:

Permanent, part-time street closures require a Street Closure permit for the Department of Parking and Traffic. Applicants should consult from DPT and Planning Department staff prior to application to assess the feasibility of their proposal.

Temporary street closures require a Temporary Street Closure Permit from the Department of Parking and Traffic and, if an accompanying structure is proposed, and Temporary Occupancy Permit from the Department of Public Works.

Depending on the propsed use, additional approvals and/or permits might be necessary from the Department of Public Health, the Police Department, the Fire Department, or Muni.

All street closures require ISCOTT approval.

Street Closure Permit applications with all current requirements and fees can be obtained from the Department of Parking and Traffic, 25 Van Ness, Suite 345 (554.2300).

Temporary Occupancy Permit applications can be requested from the Department of Public Works, Bureau of Street Use and Mapping, City Hall, Room 350 (554.5810)

Streetlights

Streetlights in the downtown area are either owned by the Bureau of Light, Heat, and Power of the Public Utilities Commission or by Pacific Gas & Electric. All other lights in addition to these "public" streetlights and are privately owned and operated.

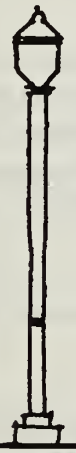
Private streetlight installations in addition to the standard lighting grid are encouraged within the public right-of-way on Special Streets (Grant, Mission, California, and Maiden Lane) and Second Level Streets (Powell, Stockton, Kearny, Montgomery, Geary, Post, Fourth, Third, New Montgomery, Second, and Steuart). Private installations are permitted on all other streets on sidewalk widenings and in areas outside of the public right-of-way.

In areas designated for historic or special lighting, private entities can sponsor the new lighting. This process would be similar to that used for the installation of the Golden Triangle streetlights in 1917. The sponsor would be identified on the light with a plaque as indicated.

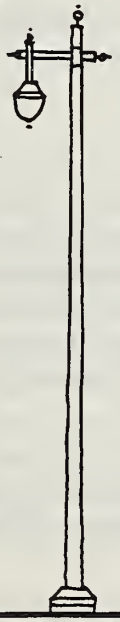
Private sector contributions are essential for the sponsorship of new historic streetlights to replace existing streetlights that are owned and operated by PG & E and BLHP.

In the Union Square area, the Golden Triangle design and placement pattern is recommended. Cobra design streetlights are not permitted in the Union Square area. On Grant Avenue a two-tone painting pattern and banners are encouraged. Similar special painting is encouraged on Post street. In the Financial District, the larger scale, tear-drop Esplanade-style is recommended. For South of Market, cobra streetlights are permitted except as indicated. On Mission Street, Second Street, and New Montgomery historic Esplanade-style streetlights are recommended.

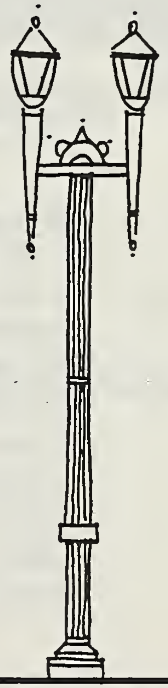
On "snippets" and other sidewalk widenings, and on all alleys, single acorn streetlights are recommended.



Acorn Streetlight

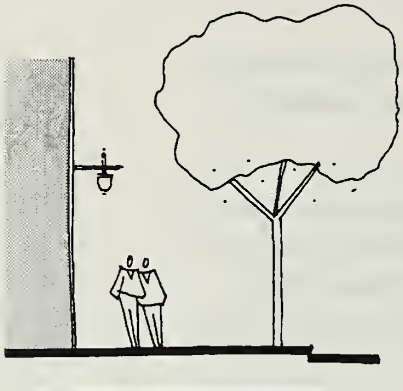


Teardrop Streetlight



Golden Triangle Streetlight

Streetlights



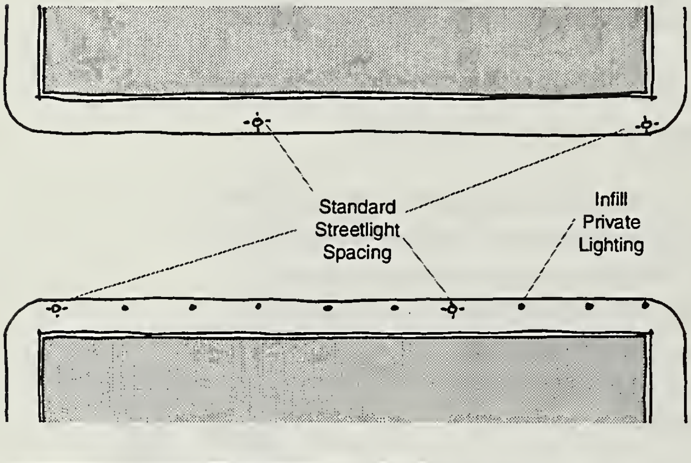
Pedestrian Lighting

Building owners on Special and Second Level Streets are encouraged to explore lighting their buildings from the outside (using uplighting), especially if the building is of historic character.

Pedestrian-scale lighting attached to the building face is encouraged on all buildings and projects in the downtown area.

■Placement Guidelines:

Private streetlight installations in addition to the standard lighting grid should use the recommended single acorn, Embarcadero style lights at a standard spacing of 20'-30' o.c. Private installations must provide electrical connections and are responsible for maintenance and electricity. Each light must conform to the General Placement Guidelines outlined in this document.



Typical Infill Lighting Placement

Standard light placement is in the curb/street furniture, eighteen inches (18") from the outside edge of the curb.

Wherever possible, especially on alleys, pedestrian scale lighting is also encouraged. Unlike standard streetlights, pedestrian-scale lighting is oriented towards the sidewalk and is attached to the building face. These lights must be a minimum eight feet (8') above the sidewalk, although twelve feet (12') is preferable.

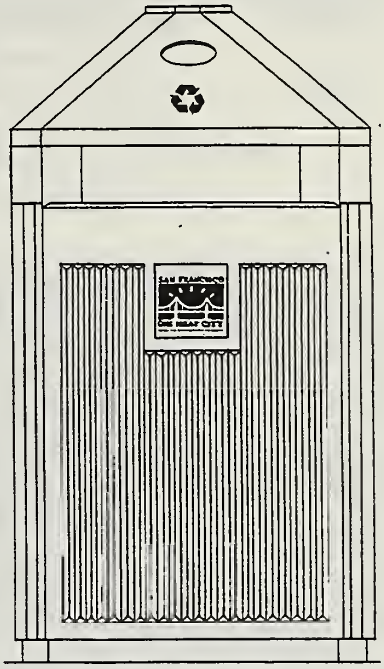
■Permit Procedures:

To install new streetlights in the public right-of-way,, approval is needed from the Downtown Pedestrian Program Coordinator and the Bureau of Heat, Light, and Power. To sponsor the installation of an historic streetlight, contact the Downtown Pedestrian Program Coordinator at 558.6354. Installations in the public right-of-way require a minor encroachment permit from the Department of Public Works Bureau of Street Use and Mapping, City Hall, room 350 (554.5810).

Lighting attached to a building requires a building permit from the Department of Public Works, Bureau of Building Inspection, 1660 Mission Street.

Trashcans

For obvious reasons, trashcans are among the most ubiquitious elements in the streetscape. In the Downtown area, there is one standard design that is available for private sponsorship.



Standard Trashcan

■Placement Guidelines:

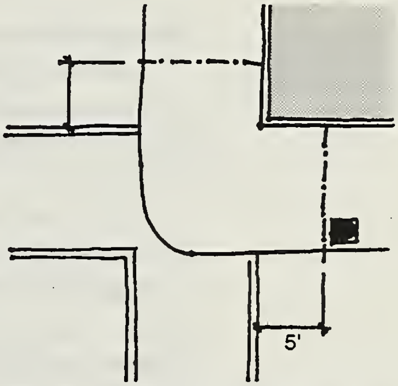
Trashcans ("Anti-Litter Receptacles") are regulated by Article 5.1 of the San Francisco Public Works Code.

Trashcans should be placed in the curb street furniture zone near the clear zone edge. When situated at the clear zone edge, they demarcate the clear zone area.

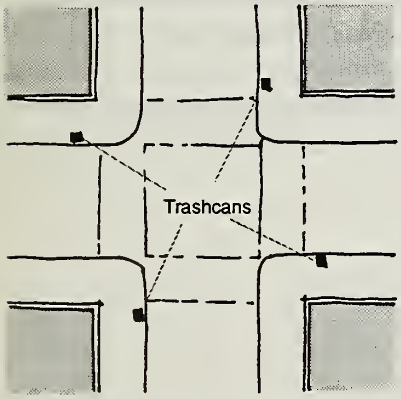
There is a maximum of two trashcans per block, except as noted. On Kearny Street, three per block are permitted. On other streets, additional trashcans are permitted as needed only if the sponsor provides continued maintenance.

A maximum of four trashcans are permitted at an intersection.

In addition to the standard trashcans placed within public right-of-way, according to Section 173 of Article 5.1: "Any person, firm or corporation operating a grocery store, a liquor store or an establishment selling food or beverages for consumption off the premises shall place and maintain a litter receptacle outside of each exit from said premises for the use of the patrons thereof during business hours."



Clear Zone Trashcan

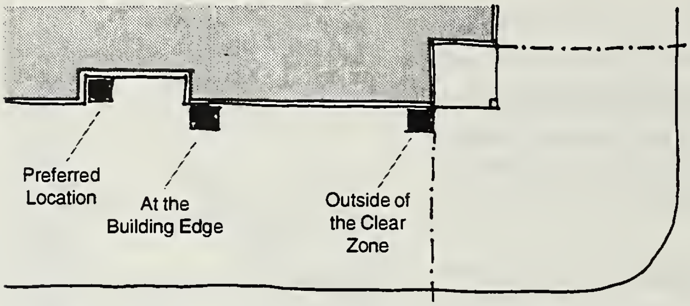


Corner Placements

Trashcan sponsors are entitled to two identification panels on the trashcan for sponsor identification. The standard downtown trashcans incorporate the identification panels within the trashcan design. For other trashcans (such as Section 173 trashcans), the identification panel shall be no larger than four inches (4") by six inches (6") overall and the size and design shall be subject to the approval of the Director of Public Works.

General advertising is not permitted.

Trashcans



Building Zone Trashcan Placements

Trashcans are not encouraged at the building edge in the public right-of-way, unless there is a building setback. Exceptions are permitted for trashcans required under Section 173. Building edge trashcans must be placed outside of the clear zone area.

Section 173 trashcans must be emptied when full and at the close of business each day.

Every privately maintained trash receptacle must be maintained in a clean and sanitary condition. It is the responsibility of the permitee to maintain the trashcan in an acceptable condition at all times.

Typical Article 173 Trashcans

For Section 173 trashcans, plastic receptacles are not permitted. Metal, wood, or another sturdy material is encouraged in a design similar to the types pictured.

■**Permit Procedures:**

Trashcans in the public right-of-way require a Minor Encroachment Permit from the Department of Public Works, Bureau of Street Use and Mapping, City Hall Room 350 (Phone: 554.5810).

Trashcan sponsorship can be arranged through the Clean City Coalition in cooperation with the Department of Public Works, Bureau of Street Cleaning and Urban Forestry.

Sponsorship of a Clean City Coalition trashcan is $629.30 per receptacle and requires the filing of a short application form with the organization.

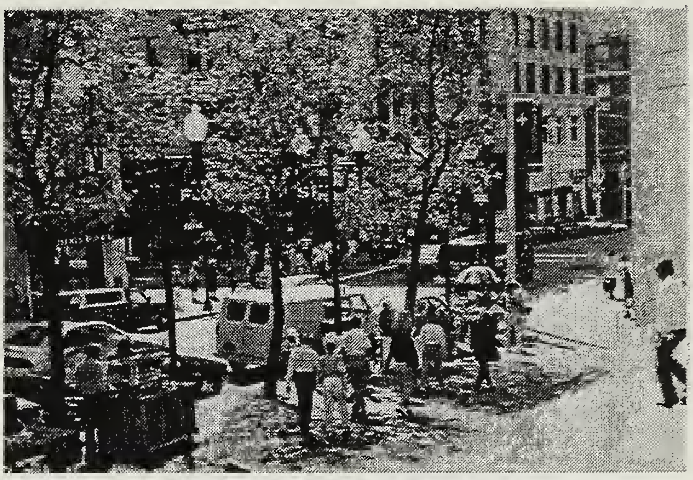
The Clean City Coalition can be reached at:
900 Seventh Street
San Francisco, CA 94107
553.2913

Trees and Plantings

In an effort to create a more beautiful downtown area, provide a buffer between pedestrians and automobiles, and improve downtown air quality, street trees are recommended for the entire district. Trees in the downtown must be tolerant of winds, shade, and heavy automobile and pedestrian traffic. The many sub-sidewalk basements in the area may necessitate planting in raised containers. However, wherever possible trees should be planted in the ground, thus increasing the effective sidewalk width while preserving the qualities of foliated urban streets.

Trees in the district should generally be of large size to complement the large-scale buildings of the area. However, in certain areas of the Financial District, smaller trees planted to form a continuous overhead canopy are also effective.

Due to funding problems, tree planting downtown is largely dependent on private sponsorship. To encourage sponsorship, each tree installation will have space for affixing a sponsorship plaque.



Street Trees on Stockton Street

As outlined in Section 143 of the Planning Code, in the Downtown area, street trees must be installed by the owner or developer in the case of construction of a new building, relocation of a building, or addition of gross floor area equal to 20 percent or more of the gross floor area of an existing building, and, South of Market, in the case of change of 20 percent or more of the occupied floor area of an existing building to another use.

Where direct planting and planter reorganization have been impossible or ineffectual, trees may be selectively eliminated from the street. This may be undertaken only as a temporary, "stop-gap" solution until redevelopment or if funds are available for removal of sidewalk vaults or sidewalk widening to permit direct in-ground planting. On sidewalks where trees are removed, flowering ornamental shrubs in small, less obtrusive containers might be located in building recesses or other locations.

Trees and Plantings

■DPW Tree Species Recommendations:

Battery: Ginkgo biloba.
Bush: Ginkgo biloba.
California: Platanus acerifolia and Ficus retusa for planters.
Fifth: Ginkgo biloba and Tilia cordata alternating in groups of three.
First: Ceratonia siliqua or Metrosideros excelsus.
Folsom: Tristania conferta.
Fourth: Magnolia grandiflora.
Fremont: Ceratonia siliqua or Metrosideros excelsus.
Geary: Tristania conferta, Metrosideros tomentosa, Tristania laurina, or Pyrus calleryana.
Howard: Platanus acerifolia.
Kearny: Pittosporum undulatum.
Mission: Magnolia grandiflora(dominant) and Celtis sinensis (accent).
Montgomery: Pittosporum undulatum.
O'Farrell: Tristania conferta, Metrosideros tomentosa, Tristania laurina, or Pyrus calleryana.
Pine: Podocarpus gracilor.
Post: Tristania conferta, Metrosideros tomentosa, Tristania laurina, or Pyrus calleryana.
Powell: Metrosideros excelsus.
Sansome: Ginkgo biloba.
Sixth: Ginkgo biloba and Tilia cordata alternating in groups of three.
Third: Magnolia grandiflora.

On streets for which there is no DPW recommendation, species should be selected by the following criteria:

- •Existing species on the street within a 4 block distance.
- •Existing species within a two block radius of the proposed installation.
- •DPW Tree Manual recommendations within a two block radius.

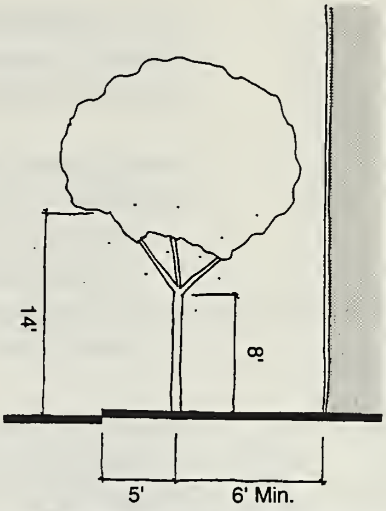
■Placement Guidelines:

Street trees should conform to the DPW Tree Guidelines for species selection and ISCOTT guidelines for placement (The guidelines outlined here are from the 1992 DPW Tree Guidelines and the 1992 ISCOTT tree guidelines). These guidelines are subject to change; it is the responsibility of the applicant to ensure that current guidelines are met.

Trees should be installed within the curb street furniture zone, five feet (5') o.c. from the curb edge, unless otherwise noted. There should be a minimum of six feet (6') of pedestrian through movement space between the outside edge of the tree grate and the property line.

Trees and Plantings

Trees on alleys can be within 2' of the curb; four feet (4') of through pedestrian space must be maintained between the tree and the property line. The minimum sidewalk width for a tree on an alley is seven feet (7'). Trees on alleys should be protected from vehicular damage with bollards.



Tree Placement and Height

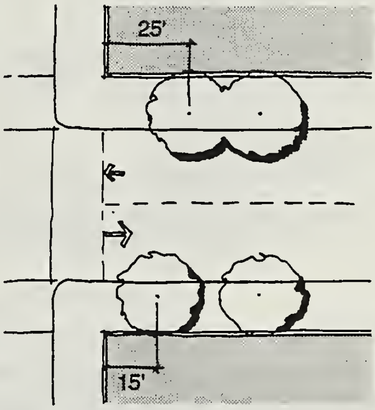
On the pedestrian side side of the sidewalk, the lowest scaffold branch shall provide eight feet (8') minimum vertical clearance over the six foot clear path of travel area. On the vehicular traffic side, the lowest scaffold branch shall provide fourteen feet (14') minimum clearance.

Trees located in the sidewalk area shall be located so that visibility of traffic signals or STOP signs will be assured at all times.

The width of the fire escape balcony, projected down to the sidewalk and to the curb, shall remain clear of any trees.

Trees shall be planted no closer than:

- ten feet (10') from any driveway.
- five feet (5') from any gas or water main.
- five feet (5') from manhole/utility vaults.
- five feet (5') from telephone/utility poles.
- five feet (5') from any parking meter.
- five feet (5') from either side of a fire hydrant.



Intersection Guidelines

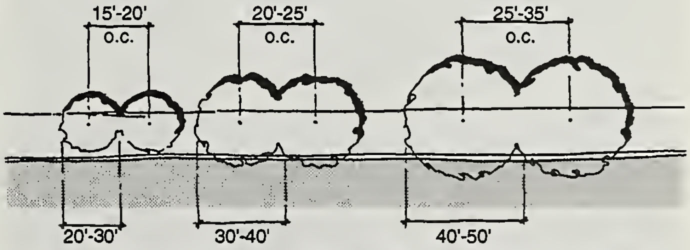
On the approach to any intersection not used as a bus stop, trees shall be planted no closer than twenty five feet (25') from the corner of the property line. On the far side of any intersection not used as a bus stop, trees shall be planted no closer than fifteen (15') from the corner of the property line.

Trees in the downtown area are commonly planted at thirty feet (30') o.c. spacing, although this varies depending on canopy size and whether a continuous canopy is desired.

The standard spacing for trees for which a continuous canopy is desired is:

•20'-30' diameter	15'-20' o.c.
•30'-40' diameter	20'-25' o.c.
•40'-45' diameter	25'-35' o.c.

All new trees must be at least 15-gallons in size.



Tree Canopy and Spacing Guidelines

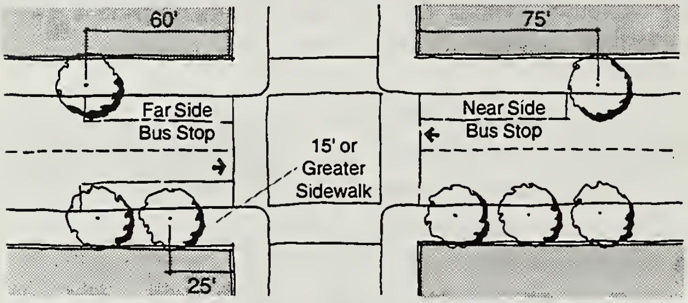
Trees and Plantings

For streets on which continuous tree plantings are either impractical or undesireable, tree clusters are recommended. Tree clusters are also an effective means of highlighting corner sidewalk widenings.

Where sidewalks are less than fifteen feet (15') wide, tree planting location shall follow these guidelines:

- •Near side bus stop--trees shall be planted no closer than seventy-five (75') from the corner of the property line.
- •Far side bus stop--trees shall be planted no closer than 60' from the corner of the property line.

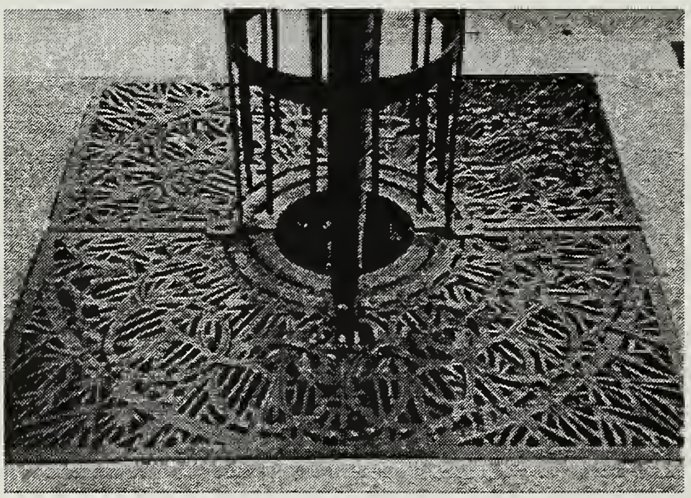
Where the sidewalk is fifteen feet (15') or greater, trees may be planted within the near and and far side bus stops. In this case, trees shall be planted a minimum six feet (6') on center from the curb edge.



Bus Stop Tree Spacing Guidelines

The street trees installed as per Section 143 of the Planning Code shall be a minimum of one tree of 15-gallon size for each 20 feet (20') of frontage of the property along each street or alley, with any remaining fraction of 10 feet or more of frontage requiring an additional tree. Such trees shall be located either within a setback area on the lot or within the public right-of-way along such lot.

Tree wells shall be a minimum 3' x 3', although a 4' x 4' well is preferable. Since a 4' x 4' well does not conform the standard 3' sidewalk scoring pattern, a one foot continuously scored concrete band that matches the color and finish of the sidewalk can be installed surrounding the tree well. Applicants can also propose alternate materials for the surround band in order to highlight the tree installation. For streets with sidewalks fifteen feet (15') or wider, 6' x 6' tree wells are permitted. On Grant Avenue, 6' x 6' tree wells are required.



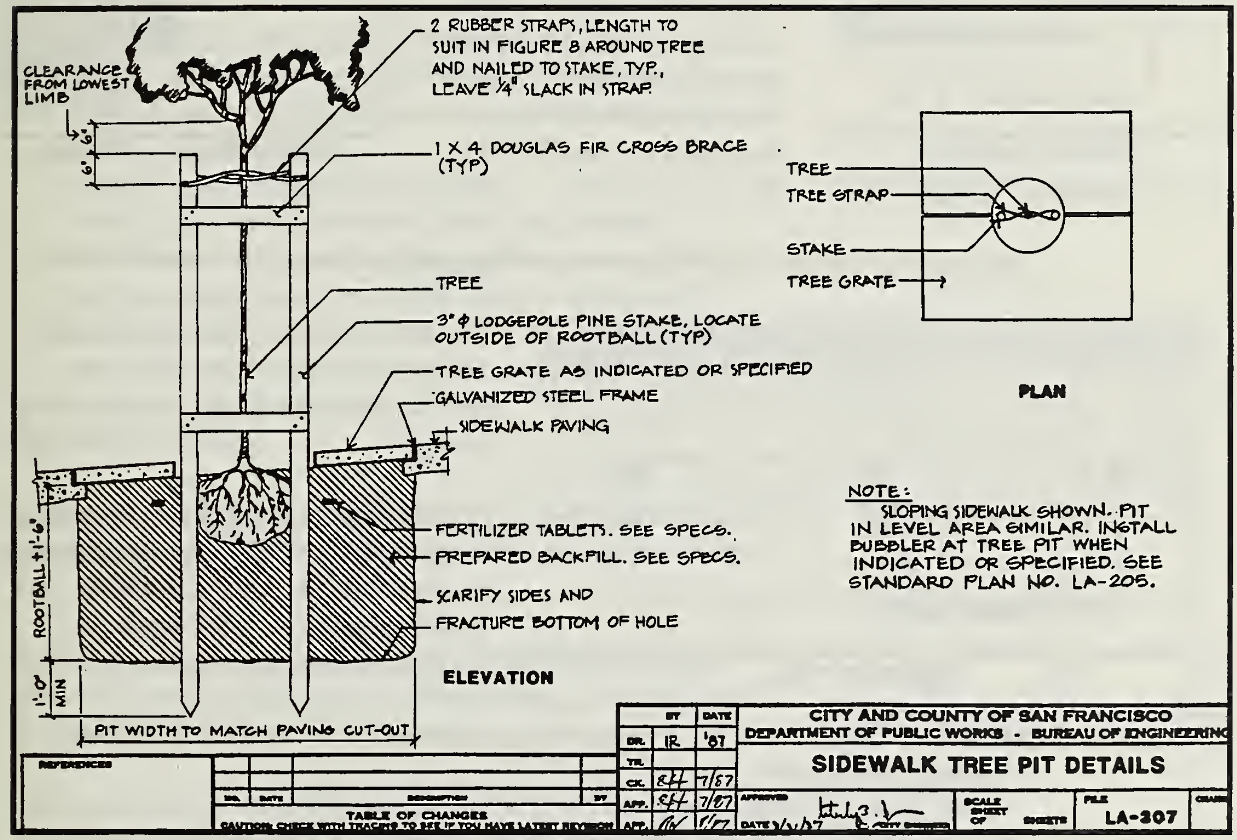
Standard Tree Grate

Tree wells should have the standard downtown decorative tree grate which is Urban Accessories model OT Title-24, or equivalent. An attached tree guard, Urban Accessories models SW/B or ECO, or equivalent, is also required. Privately sponsored trees may include a sponsor identification plaque on the tree grate or guard.

Tree uplighting is recommended on Grant, California, Mission, Maiden Lane, and Post.

Privately sponsored trees must be installed by the sponsor as per city standards as mandated by the Department of Public Works (illustrated above).

Privately sponsored trees must be maintained as per city standards including necessary tree trimming and irrigation.


CLEARANCE FROM LOWEST LIMB
3"
6"
2 RUBBER STRAPS, LENGTH TO SUIT IN FIGURE 8 AROUND TREE AND NAILED TO STAKE, TYP., LEAVE ¼" SLACK IN STRAP.
1 X 4 DOUGLAS FIR CROSS BRACE (TYP)
TREE
3" ϕ LODGEPOLE PINE STAKE, LOCATE OUTSIDE OF ROOTBALL (TYP)
TREE GRATE AS INDICATED OR SPECIFIED
GALVANIZED STEEL FRAME
SIDEWALK PAVING
FERTILIZER TABLETS. SEE SPECS.
PREPARED BACKFILL. SEE SPECS.
SCARIFY SIDES AND
FRACTURE BOTTOM OF HOLE
ROOTBALL + 1'-6"
1'-0" MIN
PIT WIDTH TO MATCH PAVING CUT-OUT
ELEVATION
TREE
TREE STRAP
STAKE
TREE GRATE
PLAN
NOTE:
SLOPING SIDEWALK SHOWN. PIT IN LEVEL AREA SIMILAR. INSTALL BUBBLER AT TREE PIT WHEN INDICATED OR SPECIFIED. SEE STANDARD PLAN NO. LA-205.
REFERENCES
NO.
DATE
DESCRIPTION
BY
TABLE OF CHANGES
CAUTION: CHECK WITH TRACING TO SEE IF YOU HAVE LATEST REVISION
BY
DATE
DR.
IR
'87
TR.
CK.
7/87
APP.
7/87
APP.
CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF PUBLIC WORKS - BUREAU OF ENGINEERING
SIDEWALK TREE PIT DETAILS
APPROVED
DATE
CITY ENGINEER
SCALE
SHEET OF SHEETS
FILE
LA-207

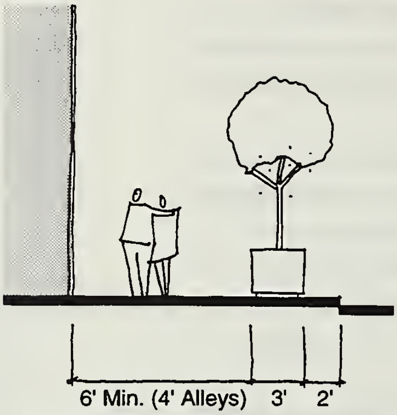
Department of Public Works Tree Installation Details

■**Planters:**

In areas where in-ground trees are not possible, planters are encouraged as a planting alternative. Due to pedestrian congestion, planters are not recommended on Montgomery Street (Market to California), Kearny Street (Market to Pine), Stockton Street (Geary to O'Farrell), Powell Street (Ellis to Geary), Fremont Street (Market to Mission), First Street (Market to Mission), Third Street (Mission to Howard), Fourth Street (Mission to Harrison), and Steuart Street (Mission to Howard), unless the sidewalks are widened.

Flowering ornamental shrubs located in building recesses are strongly encouraged district-wide and are recommended on streets adjacent to and fronting Union Square.

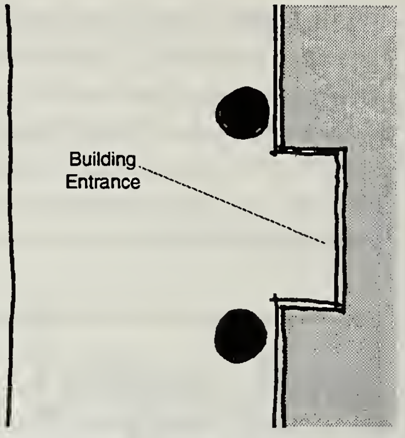
Trees and Plantings



Planter Placement

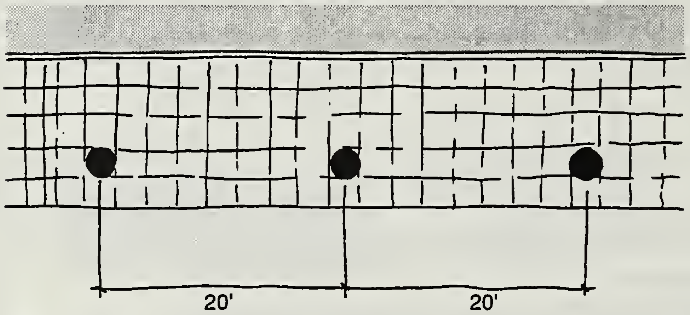
The standard planter is three feet (3') wide. Larger planters are not recommended downtown. No planter can be larger than 25% of the total width of the sidewalk.

Planters are placed forty-two inches (42") o.c. from the curb. This spacing may vary depending on sidewalk width; the edge of the planter can be no closer than two feet (2') from the face of the curb.



Building Entrance Planters

Building edge planters at building entrances are permitted on Grant Avenue and Post Street.



Planter Spacing

Standard planter spacing is approximately twenty feet (20') o.c. depending on the desired alignment with the sidewalk scoring pattern.

Typical planter materials are wood, precast concrete, and terra cotta. Plastic planters are not permitted. Simulated lightweight concrete planters are only permitted if weight and/or access are factors.

On Post and Grant Avenue, all new planter installations must match the existing planters, including planting types.

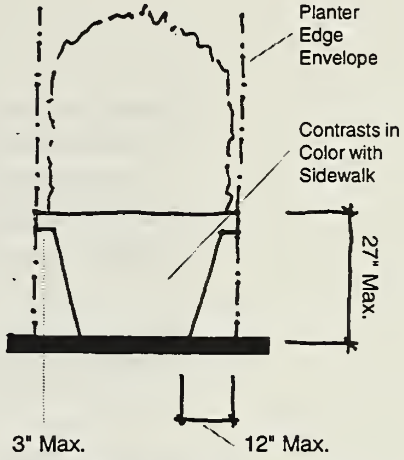
Standard plantings include Photinia fraseri, Ficus microcarpa, and Ligustrum japonicum. All plant material with spines, thorns, or any other sharp protrusions such as Cacti are prohibited in or adjacent to the public right-of-way.

Applicants are responsible for maintaining private planter installations

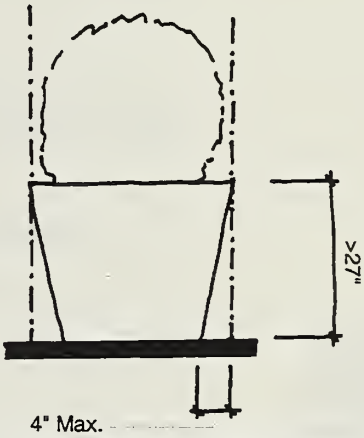
Planters must conform to the following design guidelines:

- •Planters must be flush with the building edge at an angle of 90 degrees or more (curved and/or circular elements are encouraged).
- •Planters must be sturdy and stable. They must have sufficient weight so that they cannot tip over or be blown over.
- •Attachments to the sidewalk are not allowed.
- •Planters must be at least 30" high to prevent tripping hazards.

- Plantings higher than 30" are strongly encouraged.
- The planter must be solid within 24" of the ground. If the solid part of the planter is less than 30", plantings can be used to meet the 30" height minimum.
- Edges and other protrusions from the base of the planter are limited depending on the height of the solid base of the diverter as illustrated in the Alternate A and Alternate B diagrams.
- Planters must be of a contrasting color so that they are clearly visible to the visually impaired.
- Planters may not have any protruding legs or supports.
- Planters must be maintained and kept free of litter and other debris.
- Planters must be kept free of advertising.
- Plantings must remain within the planter edge envelope.
- Planters must conform to the illustrated dimensional guidelines.
- Levelers should be used on sloping streets to ensure that the planter is level.



Diverter Alternate A



Diverter Alternate B

Permit Procedures:

Street trees and planters are regulated by the Urban Forestry Ordinance, Article 16 of the Public Works Code administered by the Department of Public Works.

Applications for street tree permits can be obtained by calling the Bureau of Street Use and Mapping Urban Forester at 554.6700. The tree permit application process takes about two weeks.

Many street trees are installed by the Friends of the Urban Forest, a non-profit group that plants trees throughout the city. FUF will assist in the organization of district groups that are interested in planting a minimum of thirty trees. They can be reached at 543.5000.

Tree installation may also be arranged through the Sheriff's Department Tree Corps.

Property owners are responsible for the routine maintenance of all street trees fronting their properties including watering and weed control as needed, removal of tree-well trash, and reporting to Urban Forestry in a timely manner any damage to or condition of the tree which may be hazardous to the health of the tree or public.

Vendors

Street vendors ranging from hot dog carts to craftspeople add considerable life to the sidewalk and are encouraged, space permitting, on the following Special and Second Level streets: Grant, Mission, California, Maiden Lane, Powell, Stockton, Kearny, Fourth, Third, New Montgomery, Second, and Steuart. Additional vendor placements are encouraged at selected locations on Front, Pine, Bush, Sutter, O'Farrell, Ellis, Belden, Claude, Campton, Commercial, Leidesdorff, Ecker, Annie, Minna, and St. George.

Given its sidewalk width, Grant Avenue is of particular importance and vendors are especially encouraged there.

Other locations are permitted only if the vendor placement would not reduce the peak hour pedestrian level of service to D or below.

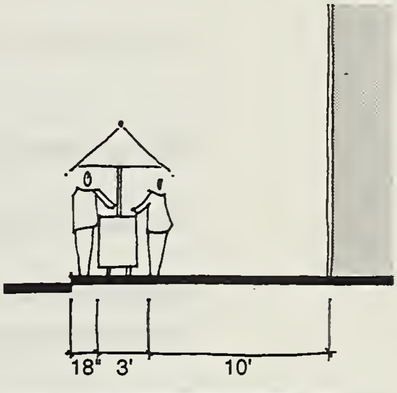
■Placement Guidelines:

Sidewalk vendors ("Pushcart Peddlers") are regulated by Article 17.2, Section 869 and Article 17.3, Section 1330 of the San Francisco Police Code.

Sidewalk vendors must comply with the General Placement Guidelines outlined at the begninning of these guidelines.

Vendors must be located in the curb street furniture zone and must leave at least ten feet (10') of clear pedestrian passage between their cart and the nearest property line. It is the responsibility of the permitee to ensure that the vending activity does not interfere with this minimum clear passage.

Sidewalk vending carts must be placed a minimum of eighteen inches (18") from the curb. The vending space may not occupy a space extending more than fifty-four inches (54") from the face of the curb. It is the responsibility of the permitee to ensure the vendor installation does not exceed the approved space allocation.



Vendor Placement

Sidewalk vending carts or other devices cannot be more than four feet (4') wide, and cannot extend more than five feet (5') above the sidewalk.

No element of the vendor installation may interfere with access to any building. This includes all paths of travel or exiting. The vending area must be at least twelve feet (12') from the outer edge of any building entrance, driveway, or emergency exit measured in each direction parallel to the building line and thence at a 90 degree angle to the curb.

Vendors

Sidewalk vending carts are not permitted on any sidewalk adjacent to a curb which is a white, yellow, blue, red, or bus zone.

No vending installation is permitted within seven feet-six inches (7'-6") of a sprinkler inlet or a wet and dry standpipe, or within five feet (5') of a fire hydrant.
Sidewalk vendors may be open from 6 a.m. to 12 a.m.

All vendor installations must conform to the rules and regulations outlined in the California Building Code, Title 24, and the provisions of the Americans' with Disabilities Act.

No vendor may be located within two blocks or six hundred feet (600"), whichever is greater, of an established business which sells the same type of food product or other merchandise or similar serve as intended by the applicant, or of any location previously established and currently being operated by a licensed sidewalk vendor selling the same type of food product or other merchandise or similar service as intended by the applicant.

All food vendors must provide at least one durable trashcan adjacent to the vending area as per Article 5.1, Section 173 of the Public Works Code.

Attachments to the sidewalk are not allowed.

Every element of the vendor installation must be at least 30" high to prevent tripping hazards.

Vendor installations may not have any protruding legs or supports.

The installation must be maintained and kept free of litter and other debris.

■Permit Procedures:

Necessary vendor permits are contingent on the type of vending being proposed.

Street artists are regulated by the Art Commission which issues the permits. Applications for a street artist permits can be obtained by calling 554.9677.

All other sidewalk vendors are regulated by the Police Department. Applications can be obtained by calling the Permits Office at 553.9218.

Food vendors require an additional permit from the Department of Public Health (554.2770).

Implementation

The projects in the Downtown Streetscape Plan were developed with an understanding that funding for streetscape improvements is very limited. As a result, the success of the overall framework of the plan is not dependent on large scale street improvement projects. Rather, the plan is intended to be flexible and conducive to small scale, incremental improvements. The street typology and design guidelines should streamline the street element application and approval process thereby encouraging more private improvements of the streetscape. As each element is installed, it will further the overall design goals of the plan.

The capital projects in the plan are being developed by the Downtown Pedestrian Projects Coordinator at the Planning Department. To facilitate funding (including Federal grant proposals) and subsequent implementation, the designs in this plan are being developed as discrete projects to be implemented over ten years, beginning in 1994. The projects are as follows:

- *Powell Street Cable Car Turntable:* Improvements to the turntable area as described on pp. 78-79 of the plan. Estimated cost for the total project is $200,000.
- *Fourth Street Sidewalk Widening:* Improvements on Fourth Street as described on p.100 of the plan. Estimated cost for the project is $1,150,000.
- *Alleyway Network Improvements:* A series of improvements to the *Destination* and *Walkthrough* alleys as described on pp. 65-72 of the plan. The estimated cost is $565,000.
- *Corner Bulbs/Sidewalk Widening*: A series of sidewalk widenings on Geary, Stockton, Post, O'Farrell, and Sutter streets as described on pp. 80-82 of the plan. The estimated total cost is $960,000.
- *Corner Clear Zones:* Implementing the corner clear zone concept (p. 54) throughout the downtown area. Total estimated cost is $1,350,000.
- *Street Trees:* In-ground street trees throughout the downtown area. The estimated cost is $980,000.
- *Informational Signage:* Implementation of the signage program as described on p. 55 of the plan. The estimated cost is $625,000.
- *Union Square Corners:* Reconstruction of the Union Square corners as outlined on p. 83 of the plan. The estimated cost is $400,000.
- *Grant Avenue Improvements*: Improvements to this *Special Street* in the Union Square District as described on pp.76-77 of the plan. The estimated cost is $1,500,000.
- *California Street Improvements:* Special Street improvements as described on p. 88 of the plan. The estimated cost is $1,000,000.
- *Mission Street Improvements*: Special Street improvements as described on p. 98 of the plan. The estimated cost is $1,500,000.
- *Montgomery Street Improvements:* Special Street improvements as described on p. 89 of the plan. The estimated cost is $500,000.

Funding for the development and implementation of larger scale projects such as the *Special Streets*, sidewalk widenings, and street trees is dependent on four primary sources:

- •*Proposition B sales tax revenues for transportation improvements:* The Downtown Pedestrian Program has about $3 million of Proposition B funds available for downtown streetscape investments.
- •*Federal grants for streetscape enhancements:* A considerable amount of money is available from the federal Intermodal Surface Transportation Efficiency Act (ISTEA). These ISTEA grants can be leveraged with 11.5% local matching funds. Proposition B and private funds can be used to meet the local match.
- •*Downtown open space development requirements:* One of the most successful methods of developing new streetscape improvements is by mandating them as approval conditions on new developments.
- •*Private contributions:* These range from benches and trees placed by small retail establishments to the components of the proposed Business Improvement District in the Union Square area. The proposed BID will include maintenance, safety, and capital improvement projects.

Project implementation will begin in FY1994-95 with Proposition B funding. Since this funding is limited, priority for 100% Proposition B funded projects is being given to low-cost, high impact projects that are directed at two primary issues: safety and information. These projects include Informational Signage, Alleyway Improvements, and the Fourth Street Sidewalk Widening.

Projects that are more capital intensive are slated for development as federal grant projects that will be leveraged with Proposition B funds. These projects include the *Special Streets*, street trees, corner clear zones, corner bulbs/sidewalk widening, and the Union Square corners. These projects are slated to begin in FY 1997-98.

Implementation of additional projects is dependent on private sector construction in the downtown area. Approval conditions and open space requirements will be developed on a case-by-case basis with the Downtown Streetscape Plan as a framework of potential improvements.

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This project was funded through the Proposition B Sales Tax for Transportation Improvements as administered by the San Francisco County Transportation Authority.

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The San Francisco Chapter of the American Institute of Architects, Urban Design Committee (Philip Henry, Chair) provided invaluable design assistance and sponsored the Downtown Pedestrian Charrette. Additional design assistance and review was provided by Bruce Race, AIA/AICP and John Skibbe.

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Downtown Pedestrian Design Charrette

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